



TESCO, CHESHUNT, HERTFORDSHIRE, ENGLAND

UK's leading retailer saves space and boosts revenue with compact, self-service coin counters



The challenge: Offer big service in a small space

"No one tries harder for customers." That's Tesco number one value – and it's the reason that Tesco installed self-service coin counters as an "extra service" for customers in its larger stores many years ago. Tesco soon found that the coin machines were not only popular among customers but also produced valuable revenue for the stores.

As the company built smaller format stores, the size of the coin machines became an obstacle in their quest to serve customers. "Of our 3,000 stores, nearly 200 are Tesco Metro outlets," pronounced Stephen Law, Assets and Estate Buying Manager at Tesco. "We wanted to bring coin-counting services to those stores as well," he added, "but because of space limitations, many of our stores simply didn't have enough room to accommodate the machine's footprint. And that presented a problem," concludes Law.



Smaller coin counters enable larger revenue per square meter

The Cummins Allison Money Machine® coin counters were an ideal solution. With a total footprint of only 1.22 square meters, the Cummins Allison machines were one-third of the size of the coin counters used in its larger stores – and could easily fit into Tesco’s smaller stores.

The coin counters are small enough to fit easily on the “fourth wall” in Tesco smaller stores – the space between the checkout stands and the front door – without crowding customers. Plus their small size allows Tesco to increase the number of other revenue-producing services offered, such as photo booths, ATMs or postal services.

Recognising that customer service counts

Tesco has been so pleased with the Cummins Allison equipment and service that within 12 months of establishing its

relationship with Cummins Allison, Tesco placed orders for significantly more coin machines than it originally intended – and it continues to install more each month.

Cummins Allison develops site surveys for Tesco to help the retailer determine the best location for the coin counters, and conducts regular assessments of how the coin counters are performing in each retail location.

Going the extra meter

When asked to describe the relationship between Tesco and Cummins Allison, Law concludes, “When we think of Tesco, we don’t just think of 3,000 stores, we think about serving our customers in all of our locations – large and small alike. We initially selected Cummins Allison because of their coin counter’s small footprint and their ability to fit into our smaller format stores. What we discovered, however, was not just a great supplier, but also a true partner. A forward-thinking industry leader who is truly invested in Tesco success,” finishes Law.

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Stephen Law, Assets and Estate Buying Manager

Cummins Allison delivers the fastest, most accurate and most reliable coin counters in the industry. Learn how your store can benefit at cumminsallison.co.uk



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Generations of Vision and Excellence

Cummins Allison sets the standard for accuracy and dependability.

Cummins Allison is a global leader in developing solutions that quickly and efficiently count, sort and authenticate currency, cheques and coin. Our leadership in technology and product innovation spans more than 125 years. Cummins Allison serves the majority of financial institutions worldwide, as well as leading organizations in retail, gaming, law enforcement and government. Ninety-seven percent of our customers would recommend our products and services.

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