

Profile

Lewis Fresh Market, Waukegan, IL

Self Service Coin Machines Boost Store Revenues, Provide Needed Change

CA



Lewis Fresh Market set this JetCoin with an 8.9 percent processing fee. The upfront revenue is just one of the many benefits associated with owning the machine.

It starts with a container full of coins being poured into the hopper of the JetCoin. It ends with the customer receiving a printed receipt and exchanging it for cash at the service desk or check out register. In most cases the “new-found” money is spent in the store. This aspect alone has proven to be a significant revenue generator, but the JetCoin provides even further value. With all coins sorted by denomination into separate bags, Lewis can easily “recycle” the coins they need right back into their cash drawers.

In the first month the machine was in operation, it took in almost \$10,000 in coins. With a redemption fee of 8.9 percent, it’s easy to see that the five square feet of floor space JetCoin occupies may be among the most valuable space in the store.

Even with the colorful CoinMax™ graphics on the machine, Lewis learned early on that they still needed to build awareness of the presence of the machine. “We didn’t do so well in the first week when nobody knew the machine was here,” said Anna Taracena, customer service manager at the store’s Grand Avenue location. “We then started handing everyone a small promotional slip with

Overview

Lewis Fresh Market in Waukegan, IL recently installed a Cummins-Allison JetCoin™ self-service coin redemption machine, complete with a merchandising program called CoinMax™. The fast and efficient machine redeems coins without the need for an attendant during the counting process. The redeemed coins provide customers with an additional source of money to immediately spend in the store. Lewis Fresh Market has also gained revenue from the coin redemption fee, which they can adjust at any time to serve their needs. Further savings have been realized by recycling the collected coin back into the store’s cash drawers utilizing a Cummins coin wrapper system, saving the cost associated with paying for coin supply services.



With the help of Cummins coin packager, preparing rolled coins is a fast and easy task.

each cash register receipt. The slip tells them to ‘cash in your coin here’ and is also written in Spanish so our Hispanic customers know about the service. After we started that, we had a big spurt, including one guy with a backpack that had more than \$500 in coins. It is slower now, but still good.”

Speaking of building awareness, Taracena even sees “a little bit of noise” while the coin is being poured and processed as a benefit. “It actually attracts attention for the few minutes it runs,” she said.

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Cash Processing Solutions Profile

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The machine does have a noise dampening cover that keeps noise to a minimum, plus according to Taracena, “The JetCoin processes the coin so quickly that it never runs for a very long time.”

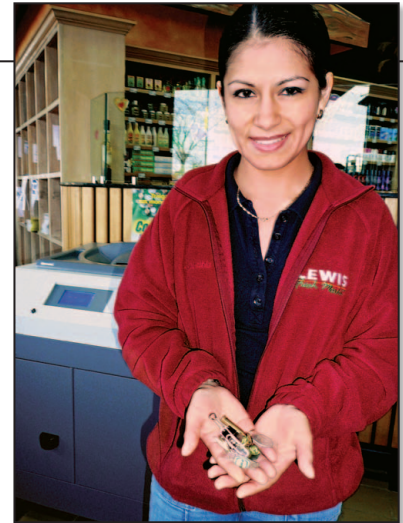
In addition to the standard processing speed of up to 6,500 coins per minute, the Cummins JetCoin keeps running at top speed even when encountering debris that is often mixed in with the coin. As the photo on the right illustrates, a wide and odd assortment of debris has been off-sorted by the JetCoin at the store.

Of course, eventually the coin bags inside the machine will fill up with redeemed coin and will have to be changed. With this in mind, the JetCoin at Lewis is positioned in front of the customer service desk, so it can be easily monitored. Taracena points out that stoppage of the JetCoin is rare because it has eight bags, with two bags each for pennies and quarters, the most frequently deposited coins.

Store managers at Lewis determined that recycling coins for their own operations is definitely improving their bottom line. “We take bags of coin to the small Cummins coin wrapping machine in our office and roll them for use in our registers. Sometimes we need to take coins out before the bags are full, but so far we have been able to supply cash drawer coins for all three of our stores with the coin supply we have coming from this one machine. We don’t go to

the bank for coins anymore,” according to Taracena.

Aside from all of the revenue and cost-saving benefits the Cummins equipment brings to Lewis Fresh Market, their customers are of the uppermost priority, as Taracena points out. “We know a lot about our customers and we work very hard to serve them.” The neighborhood Lewis serves is culturally diverse, including a large Hispanic population. Their customers appreciate the freshness and quality of their produce, fish, meats, and deli foods. The produce section in particular has an especially diverse selection of fresh and value-priced fruits and vegetables. Displays also include types of foods and brands that are popular in other countries and often not found in area chain stores.



Anna Taracena shows a handful of debris the JetCoin has collected and easily processed out during its rapid-counting cycle.

The store prides itself on paying special attention to each customer from the time they enter the store until they pull out of their lot. The Cummins JetCoin has become a supporting partner in that overall experience.



Lewis Fresh Market Produce Section.

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