

At Dunkin Donuts, T-Flex™ Coin Dispensers Set the Standard for Satisfied Customers

Faster Drive-Thru Transactions Help Franchisee Better Serve Customers



T-Flex™ Coin Dispenser

Pottsville, PA – Dunkin' Donuts franchise owner Jason Bower is well known in the Pottsville area for his outstanding customer service and efficient store operations. Bower knows firsthand that gaining, and maintaining, a reputation as a great restaurant with great service is never ending. Operating an efficient store with consistent service and satisfied customers is no easy feat, as is outlined by a franchisee in Pottsville, P.A.

"If you monitor your stores closely enough, you'll see one or two cars pull out of the drive-thru window line because the line is too long or the service isn't fast enough," said Jason Bower, a co-owner of Bower Management, which has four Dunkin Donuts locations in Pottsville, PA. "It can be a scary sight when you're supposed to be providing fast service. As best we can, we need to keep people from doing that."

Over the years, Bower has relied on various timesaving technology tools and process-improvement methods to avoid just such a scenario. Back in 1992, he implemented one device in particular that has proven to be among the most effective: the Telequip® T-Flex™ Coin Dispenser. With a sleek design that integrates seamlessly into any business environment, the T-Flex™ accelerates speed of service, reduces loss, customer lines and wait time. In addition, it improves cashier productivity, cash management efficiencies, change accuracy and, ultimately, customer satisfaction.

The T-Flex™ Coin Dispenser requires the cashier to ring in the customer's order on the POS system in order to execute the transaction and dispense the correct change. It streamlines the cash management process, allowing faster shift changeovers and less coin replenishment throughout the day. Each of Bower's Dunkin' Donuts locations has a T-Flex™ at the drive-thru register, where speed of service is non-negotiable.

"If there's a way for you to expedite the drive-thru process, particularly during the morning hours, you've got

to at least consider it," he says. "For us, the critical time period is between 7:00 a.m. and 9:00 a.m. The more cars you can get through, the more positive the impact on your bottom-line."

"What we found out years ago was that no matter how experienced your drive-thru people are, they are slowed down by the process of counting coins. Once we realized that in a typical transaction, the majority of the cashier's time was spent counting and handing out coins, we knew that a coin dispenser like the T-Flex™ was going to significantly reduce that bottleneck."

The proof is in the numbers. Bower estimates that for every seven seconds that can be shaved off a complete transaction, it translates into an additional 10 to 20 cars per hour in the drive-thru during peak hours. Before the T-Flex™, Bower figured that his drive-thru windows were averaging around 124 cars an hour during peak times.

That number jumped at each location almost immediately after the T-Flex™ was installed. Currently, each drive-thru averages approximately 180-190 cars per peak hour, with a record of 208 in one hour.

To be fair, this dramatic improvement has not been exclusively because of the T-Flex™; improved drive-thru layouts, better shift scheduling, high-volume brewers, and even more efficient creamer machines have all played a part. Still, Bower does not hesitate to give a majority of the credit to the coin dispensers.

"After using the first coin dispenser about 16 years ago, it became apparent this was going to be a valuable piece of equipment, one that we would use in every store we ever owned," he says.



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“We go so far as to have a spare T-Flex™ ready, just in case something happens to one of them or I open a new store. It’s that important to our operation.

I’ve had the Telequip Coin Dispensers for about 15-16 years now, and I can think of maybe one or two times where I had to send the machine back to get fixed. And they sent a new one overnight to me.”

And, the accuracy of the devices should not be underestimated.

“Getting people in and out quickly is crucial, but so is making sure they get the correct change. Too much change, and we take a financial hit.

About Crane Payment Solutions

Crane Payment Solutions delivers a full suite of automated money handling solutions, including bill and coin validators, bill and coin recycling, and coin dispensing equipment aimed at the broad retail, self-service, transportation, gaming and vending markets. Crane Payment Solutions now offers the widest range of components for integrated payment systems available today, including Telequip® branded products. Designed to provide years of trouble-free operation, the Telequip brand of coin dispensing products is synonymous with quality, reliability, and longevity, delivering products that are second to none.

Too little, and the customer will be unhappy, assuming they notice. These are things our cashiers simply don’t have to think about anymore.

“My wife also owns four of her own Dunkin’ Donuts stores,” Bower noted. “For the first year or so that she owned the stores, she didn’t have coin dispensers. Then she came down, worked in the drive-thru at one of my stores for a couple of days, and saw firsthand how efficient they were. Within the last few months she has added them to all four of her drive-thru windows.”

For the Bowers and their valued customers, the T-Flex™ Coin Dispenser delivers speed of service and great customer satisfaction - day in and day out.



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