



T-Flex™ Coin Dispenser Helps Dairy Queen® Put the Freeze on Long Lines

Return on Investment in Just 126 Days

T-Flex™ Coin Dispenser

Saint Charles, IL – It's 95 degrees in the shade, and you're standing in line at a Dairy Queen® waiting to order one of their luscious, soft-serve ice cream treats. Needless to say, the shorter the wait, the better.

Bob Cahill, owner of a popular Dairy Queen® franchise in Saint Charles, Illinois, understands this sentiment. "At our Dairy Queen®, like most, it's all about speed of service," he explained. "That's why last year we installed new point of sale (POS) systems that Dairy Queen® recommends to all its franchise owners. Getting our customers in and out as fast as possible, particularly in our peak summer months, is critical."

Hot on the heels of the point of sale system installation was the acquisition of three new T-Flex™ Coin Dispensers from Telequip®, a world leader in automated coin dispensing solutions. Certainly, the timing was right. "I figured that if I was changing the cash register system anyway, I might as well add the dispensers and see if I could speed up service even more," said Cahill, who had first noticed the devices at the Dairy Queen® convention in San Antonio in January 2008.

Based on the track record of the T-Flex™, Cahill's purchase was hardly a gamble. With a sleek design that integrates seamlessly into any business environment, the T-Flex™ accelerates speed of service, reduces shrink, and minimizes customer wait time. More specifically, it improves cashier productivity, cash management efficiencies and, ultimately, customer satisfaction.

The T-Flex™ 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 — every time. It streamlines the cash management process, allowing faster shift changeovers and less coin replenishment throughout the day.

The T-Flex™ Coin Dispensers - one at the drive-thru, and two on the front counter - were installed in mid-August 2008. "I thought it would be best to get used to the point of sale system before putting in the T-Flex™ dispensers, especially during the height of the season," Cahill noted. Based on the results just from the first six months of operation, the experiment has been an unqualified success. "It used to be that we first gave back the change," Cahill said. "Then we would wait for the customers to put their change away before handing them the bills. Now, by the time we're handing out the bills, the customers already have the change in their pocket. It's a seamless procedure."

More importantly, it's lightning fast! Cahill estimates that the dispensers have allowed the store to save about 5-7 seconds per transaction. "Obviously, the more customers we can get in per hour, especially at the busiest hours during peak season, the better it is for business. Just on the drive-thru, that translates to a little over seven extra vehicles per day.

"That's particularly important, considering that we offer regular food as well," he added. "If someone's ordering just ice cream, things move along relatively quickly. But if you throw in a few cheeseburgers and french fries, it definitely lengthens the transaction. That's when we really appreciate the T-Flex™."



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Another attractive feature is that the T-Flex™ can distribute the coins evenly. As a result, the need to restock coins during the day is virtually eliminated. “In the past, on a busy night, one of our employees would have to leave during the shift to get quarters, when we really needed them to stay on the register,” Cahill recalled. “Now we fill the dispensers up and we don’t have to do any refilling throughout the day. Instead, we can restock the coins at the end of the shift when there are no customers waiting.”

Without exception, the cashiers – the people who are on the front lines – are 100 percent in support of the dispensers. “They’re easy to use, and they relieve some of the stress the cashiers might feel when the lines are extra long. Plus, we’ve found that the accuracy is superior. At the end of each shift, our tills come out better than before we had the dispensers.”

By his own admission, Cahill is a productivity nut. He will consider any tool that promises to increase speed of service in an industry where speed is king, whether it’s timers, POS systems, or the like. Yet of all the devices he purchased last year, he claims that, for the money, the T-Flex™ Coin Dispensers were the most productive for his franchise.

“Based on the increased productivity and additional customers, it took just 126 days for the dispensers to pay for themselves,” he said. “You’d be hard pressed to find another device that has such a rapid return on investment.”

“Being in the business 30 years, a lot of people have helped me along the way, so if I can help other people make more money, that’s what Dairy Queen®’s all about,” says Cahill.

And if you find yourself in St. Charles, Illinois, you’ll be equally hard-pressed to find a place where the soft-serve ice cream flows faster than at Bob Cahill’s Dairy Queen®.

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.



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