

A Vehicle for Cash Management Success

Tidel smart safe, equipped with SC Advance note acceptors, drives newfound efficiencies for Shell Nederland Verkoopmaatschappij



Manual or automatic? It's not just a question for car buyers. Retailers have more choices than ever these days when determining the best way to handle and manage their cash—and, like many drivers, they too are choosing automatic.

Shell Nederland Verkoopmaatschappij (SNV), a subsidiary of Royal Dutch Shell oil and gas company, recently made the switch across all 230 of their convenience store locations.

"More than 25 percent of our customers pay with cash—and we used to handle it all by hand," said Jeroen Giltay, territory manager at SNV. "At our larger locations, site managers would spend up to 20 hours each week counting tens of thousands of euros and solving cash discrepancies. That's a tremendous labor expense and removes attention from our customers.

"We knew there had to be a better way. Smart safes are the solution. Now we're operating in high gear."



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Smart safes, or electronic retail safes, drive cash management efficiencies between the point of sale and the bank. They improve staff productivity, increase security, maximize cash flow and lower overall costs. SNV is among a growing number of retailers who have adopted smart safes to drive increased profitability through improved cash management processes.

Because cash management touches so many aspects of the business, including operations, treasury and security, it takes a coordinated effort to properly implement an efficient program. SNV went to great lengths to involve consulting managers and staff from a number of locations to select the right product and supply chain.

“Achieving buy-in and alignment from the actual users was a crucial step in our decision-making process,” Mr. Giltay explained. “After a thorough review, we ultimately agreed upon the Tidel safe—nothing else could even compare with it. It was especially ideal for our larger sites that handle heavier cash volumes.”

The Sentinel BCND (Bulk Coin and Note Dispenser) from Tidel is a dual coin/note safe that allows SNV to drop cash and also receive change for customers. This minimizes the amount of time needed to process cash. Deposits are securely stored within the safe instead of an open till, which helps control shrink, reduces the risk of robbery and protects employees. Two SC Advance note acceptors validate notes for authenticity, reject fraudulent notes and keep accurate record of how much money is deposited. The process virtually eliminates cash discrepancies and the need for reconciliation.

A six-month pilot at four sites ensured all of the projected savings could be realized with a more efficient process. Tidel smart safes were then rapidly rolled out to the remaining SNV locations. All systems were installed and in use within six weeks.

“Employees can now insert cash into the smart safe at the point of sale and never touch it again,” said Mr. Giltay. “When the safes are full, our CIT company will pick up the cash and take it to the bank.”

To successfully implement a comprehensive cash management process, SNV focused on building the right

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Jeroen Giltay
Territory Manager, SNV

infrastructure that included smart safes with note acceptors, electronic data transmission and CIT. The Tidel Sentinel range was chosen to begin the process—creating a convenient and fast means for employees to deposit cash and access necessary change.

“Making the switch to smart safes, over traditional drop safes, was an easy win for Shell Nederland Verkoopmaatschappij,” said Godfried Hendriks, sales director at Tidel. “The payback is tremendous, with an impressive return on investment.”

A smart safe program provides several enhancements. Some are quantifiable, such as CIT costs and labor associated with cash handling. Others, such as customer service, shrink and employee satisfaction, occur as part of the program. No matter how the return is calculated, the benefits really add up.

“We’ve done the math,” said Mr. Giltay. “The amount of time it used to take handling cash equates to millions of euros in yearly revenue. Now that money is no longer tied up in inefficient processes. Queue times have been reduced at the front end, and managers spend much more time outside the counting room.

“Our employees are now better at engaging customers and managing upsell.”

The ability to receive provisional credit has further streamlined operations at SNV. The SC Advance note acceptors track exactly how much money has been deposited into the safes, and they communicate that information over a network to the bank. Since the safes can only be opened by the CIT company, the bank can confidently credit the retailer’s account at the end of each business day—even before the money is picked up. Revenue is immediately available for use.

“When you’re processing up to 6,000 notes per day, smart safes really make a difference,” said Mr. Giltay. “Our business is better because of smart safes and the processes they allow us to implement in our business. I can’t imagine going back to manual processes after taking such a huge step forward.

“It’s the future of Retail.”

The future is here for Shell Nederland Verkoopmaatschappij. And they have proven that the road to cash management efficiency is one road that shouldn’t be less travelled.