



The cash machine operator

Pubs' profits froth with cash machines

Installing cash machines in pubs are not only convenient for today's time-pressed customers, they make good business sense.

Brian Wilkinson, sales director of Hanco, the UK's largest provider of convenience cash machines, with 7000 machines nationwide, says the benefits for licensees are clear.

"Someone who uses a cash machine can attract more customers, retain those customers for longer, sell more products and increase profits. It gives people not only an added reason to visit, but to stay as well."

Some 1.1million more British adults now use cash machines each week compared with a year ago and it could be for a number of reasons, cash withdrawals, balance checks and mobile phone top-ups.

Revenue

It is not just the additional revenue generated by customers spending more in the pub – there is also the income from transaction fees, which the licensee receives each time money is withdrawn.

For pubs, Hanco recommends licensees have freestanding merchant-fill machines inside the premises for maximum impact and ease of operation. Merchant fill has benefits over a fully managed machine as cash already in the business is used to fill the machine and is then emptied to the safe outside trading hours. Transactions are also electronically banked directly to the licensee, which saves time by requiring fewer trips to the bank and saves on over-the-counter banking fees.

Wilkinson said: "We advise you to position a cash machine so that customers can see it when they walk in. They're more likely to use it and, with cash in their pockets, are more likely to stay."

Hanco staff provide a site survey and give guidance on where

CASE STUDY

Kevin Verrent who took over the lease of the Lord Louis in Stanstead Abbots, Hertfordshire, in July this year immediately contacted Hanco to get a cash machine.

He decided to go for the company's placement option rather than tie up capital buying a cash machine outright.



to place the machine in order to generate maximum benefit. It takes up only three square feet of floor space and requires a power socket and BT phone line.

Hanco operates a free 24-hour, seven-days-a-week helpline and support service for its retailers. There is no call-out fee, no monthly-maintenance charge, nor parts or labour fee while the machine operates under Hanco's processing agreement. In

"The pub is situated in a small village and I provide the only access to cash for miles around. Local people are delighted that I have introduced the service and do not mind paying the £1.50 withdrawal fee as the alternative is to drive to town and pay for parking while they go to a bank cash machine. Customers understand the fee is a small price to pay for convenience," Kevin explained.

From Kevin's perspective, having a Hanco cash machine has also helped cut down valuable time and money on banking. "I recycle the cash we take each day via the machine so I don't have the hassle and cost of making regular trips to the bank.

"I know other retailers have security concerns, but I think they're unfounded. I empty the machine every night and leave the door open so any would-be thief can see there is no reason to break-in."

Kevin concluded: "A cash machine provides an added service for your customers. It helps attract more people who can access their own money and then spend it on your premises. It gives them convenience. They don't want to find somewhere where they have to queue outside in all weathers when they could be enjoying a pint in the dry and warm environment of a pub."

addition the company's nationwide in-house engineers are on call every day of the year. There are no hidden charges and customers can choose to buy, rent or have use of a free machine on its placement programme.

More information is available through the website www.hancoatm.co.uk If you want to discuss how Hanco cash machines could benefit your business call 0800 0156944.