

GLORY



Retail Transformation: Automate & Enable Cash Optimisation in Your Store

Sheng Siong, Singapore





Established in 1985 and listed on the Mainboard of the Singapore Exchange in 2011, Sheng Siong is one of Singapore's top three supermarkets with over S\$890 million in annual sales revenue (FY2018).

ABOUT SHENG SIONG

Sheng Siong strives to continuously offer quality products at reasonable prices with good service. Sheng Siong creates value for customers by using technology to increase productivity.

Retail stores are mainly located in residential areas of Singapore and are designed to provide customers with a wide assortment of fresh and chilled produce and essential household products.



THE CHALLENGE

For Sheng Siong and many retailers, manual cash counting takes up a substantial amount of time. Staff members spend a significant amount of time and effort counting cash and dispensing change, which reduces their interaction time with their customers.

As the business grew, so did the queues. Cash is still the preferred payment method for Sheng Siong customers. With time required to process each transaction, more customers mean more waiting time.

For many retail stores, there is often a shortage in coins. Sheng Siong has to buy them from banks, which incurs operating cost. This issue was resolved with the implementation of cash recycling machines and customers are happy to pay with their coins.

The intensive workload of manual cash counting resulted in high staff turnover rates. With difficulties in hiring staff willing to work as cashiers, Sheng Siong was required to spend more time training staff as cashiers to deal with the lack of manpower.



CASHINFINITY SOLUTION CI-10



The compact cash recycling system CI-10 which consists of a banknote recycler (CI-10B) and a coin recycler (CI-10C) can be applied to bakeries, supermarkets, hypermarkets, pharmacies and restaurants.

For Sheng Siong, the CI-10 was integrated into an existing POS system to enable automated cash handling. It improved security, staff productivity, customer service and float management. The award winning CI-10 is stylishly designed with sleek straight lines, it can be easily integrated into cash desks and self-checkouts. A “Follow me” LED sign assists the customer to operate the system independently and comfortably.

“Fast & successful payment transactions are important for our business. We needed the highest level of product quality, reliability and mobility.”

Lim Hao Teck, Senior Engineer, Sheng Siong





“Overall, it has enabled us to improve customer and staff experience, reducing the cost of in-store cash handling.”

Ong Wai Tick, Outlet Manager,
Sheng Siong

THE BENEFITS FOR SHENG SIONG

- Reduction of 37% in the customer transaction time
- Customer waiting time reduced by about 30 seconds
- Elimination of cash discrepancies
- Eliminated risk of receiving counterfeit notes
- Reduced cashier stress
- Cost saving in cash handling services
- Reduced reliance on and costs for coin exchange services with banks
- Cashiers more focused on customer service
- Easy Integration into current POS system

For more insights, click or scan on our QR code to check out our **VIDEO CASE STUDY**





OPTIMISING THE RETAIL CASH CHAIN

Automate | Authenticate | Secure | Accelerate

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