

GLORY

A GLORY CASHINFINITY™ Case Study

Challenge

Deliver an improved customer journey and free up staff from the constraints of handling payments at the point-of-sale.

Solution

The CI-Hybrid 15 Payment Station along with the K27 self-service kiosk provides a compact and flexible solution for migrating cash and card transactions to the self-service ordering area.

Benefits

- Provides customers with payment choice at kiosk ordering area
- 25% increase in cash payments and 25% more sales at the self-service kiosk than the main till area
- Improved hygiene and staff job satisfaction
- Shorter queuing times and speed of service



**25% more sales at self-service area
with payment choice and faster transaction times**

BIM'S, London, UK



THE CUSTOMER

BIM'S is a fast-food restaurant chain located in London, offering a variety of food, from burgers and salads to vegetarian options. They specialise in halal fast grilled burgers. Launched in 2018 BIM'S is located in London in the areas of Edmonton and Ilford.

“Glory’s CI-Hybrid 15 payment station along with Acrelec’s K27 self-service kiosk has been a game-changer for us. This solution helped us improve the customer experience and increased our sales by offering a better speed of service. It’s also more hygienic as staff aren’t touching the cash anymore.”

Karim Zigheche, Managing Director,
BIM'S



THE CHALLENGE

When planning for the opening of BIM'S second restaurant, Karim wanted to invest in technology that would improve the customer journey and deliver efficiency gains. It was also important for BIM'S to offer their customers choice in how they would like to be served and pay for their orders.

“We wanted to take the focus away from the till, take more orders and improve the speed of service,” says Karim. Like every other restaurant owner, the hygiene implications of staff handling both products and cash were uppermost in the mind of BIM'S. The combination of handling food and payment transactions could be burdensome, and Karim wanted to address this issue through automation technology.

It became clear to Karim that they should install self-service solutions in the new restaurant to attract customers and provide the best customer experience possible.

THE SOLUTION

Driven by their passion to add more value to customer service, Karim was convinced that Glory's CI-Hybrid 15 cash recycler and Acrelec's K27 kiosk would help them enhance customer experience.

CI-Hybrid 15 is easy to integrate without significant modification to existing store layouts, while the K27 kiosk is designed to deliver if you're short on space or you want to offer self-service ordering and payment. Customers place notes and coins directly into the CI-Hybrid 15 recycler which counts, validates and processes the cash and presents the correct change. Basic transactions are handled at the payment station enabling staff to focus on added-value activities and reducing queues.

"Customers find it easier to order and pay through the K27 kiosk and CI-Hybrid 15 payment station. We saw an increase of 25% in sales taken through the self-service solution verses our counter till", Karim said. Payment can be moved away from the main counter and frees up staff time to dedicate to more value-add activities. "CI-Hybrid 15 cash recycler also helped our younger customers when throwing a bunch of coins into the CI-Hybrid 15 recycler, as it can count, validate, and process them."

With Glory and Acrelec's expertise Karim and his team knew they could achieve expanding their franchise business opportunity further by offering a compact, flexible, and efficient solution to their franchisees.

"It's a win-win situation, as our staff can handle more orders, resulting in an increase in sales, while they are free from the constraints of handling and counting cash at the till. Both the staff and the customer feel it is easy to use and less stressful."

Karim Zigheche, Managing Director, BIM'S



THE BENEFITS

What really mattered for Karim was to streamline the whole payment process and speed up their service. Installing Glory's CI-Hybrid 15 solution with Acrelec's K27 kiosk provided them with security, efficiency, and peace of mind in several areas:

INCREASED PRODUCTIVITY

Staff are relieved from non-productive and stressful activities, enabling them to serve customers faster, take more orders, and personalise the customer experience.

MAINTAIN HIGH LEVELS OF HYGIENE

When customers pay directly into the self-service kiosk, staff no longer need to constantly change their gloves or wash their hands to maintain hygiene standards.

ENHANCED CUSTOMER EXPERIENCE

The self-service kiosk reduces long queues at busy times and delivers faster transactions.

PAYMENT CHOICE FOR CUSTOMERS

Customers can pay by cash or card resulting in 25% more sales at the self-service kiosks than at the main till area plus a 25% increase in cash transactions.

Glory, Booths Park 5, Booths Park, Chelford Road, Knutsford, Cheshire WA16 8GS

 +44 (0)844 209 0174 **Sales enquiries** +44 (0)844 811 2006  sales@uk.glory-global.com  glory-global.com

CS-BIMS-1122_1.0

Glory Global Solutions is part of GLORY LTD. This document is for general guidance only. As the Company's products and services are continually being developed it is important for customers to check that the information contained herein includes the latest particulars. Although every precaution has been taken in preparation of this document, the Company and the publisher accept no responsibility for errors or omissions. The Company and the publisher accept no liability for loss or damages resulting from the use of the information contained herein. This document is not part of a contract or licence save insofar as may be expressly agreed. All capabilities and capacity and throughput figures are subject to note/coin size, note/coin quality and process used. GLORY, ACRELEC, CASHINFINITY and their associated graphical representations are each a trademark or a registered trademark of GLORY LTD. Group of Companies in the EU, the U.S. and other countries. © Glory Global Solutions (International) Limited 2022.