

GLORY



CASHINFINITY™ – contactless cash payment in an organic market and bakery

Macis, Leipzig, Germany



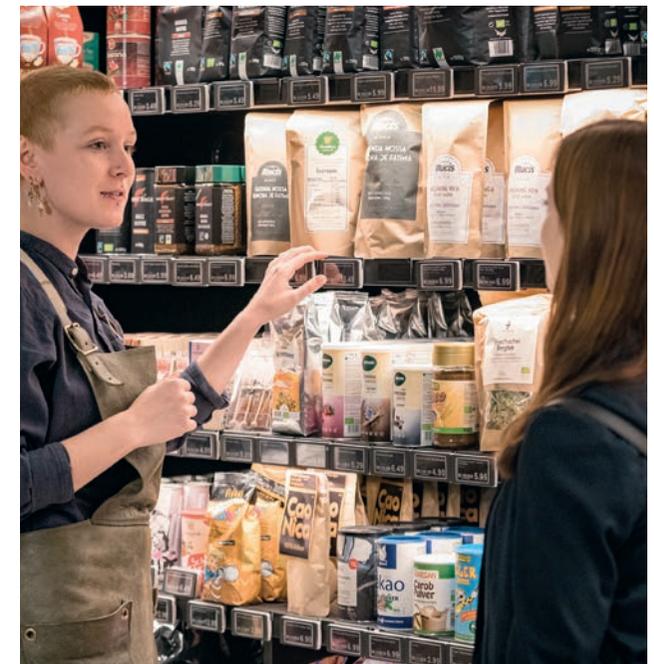


“Our customers like to combine their shopping trip with a breakfast, lunch or dinner at Macis and get their organic food and drinks from a single source. The ingredients used in the organic restaurant kitchen come straight from the organic market, organic bakery and the market hall. The range of goods and ultimately the overall concept are just as intertwined as our underlying processes. As a result, we are able to operate more sustainably and guarantee absolute freshness in every area.”

Nancy Naumann-Hirt,
Member of the Management Board

THE CHALLENGE

The Macis concept store in Leipzig is highly specialised, with a carefully selected range of organic products. Therefore, the whole market is designed to make the product the focal point. This is made possible only by ensuring that the expert staff have a lot of time available for customer service. However, in order to be able to run the organic market efficiently, the employees must be released from low-value, routine activities. The foundations for this are laid by digitised structures and processes. These range from the networked merchandise management and shelf labels to the integrated cash management solution with automated cash handling.



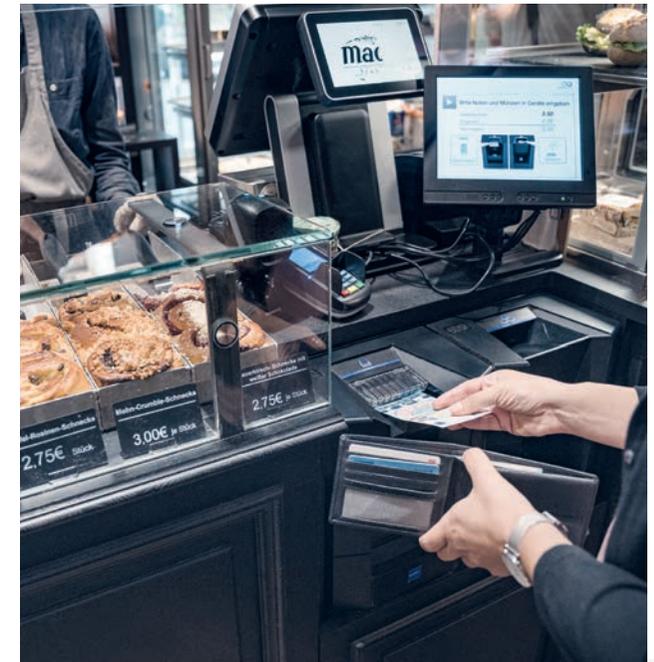
Macis in central Leipzig is a popular shopping and meeting place among connoisseurs of high-quality organic produce. Once you've been there, you'll come back, because good customer relationships form part of the recipe for success. Macis' customers become regular customers because they are impressed by the friendly staff's expertise and the pleasant atmosphere.

But organic products themselves are no longer exclusive and can also be found at discount stores. The big difference lies in the quality and therefore also in freshness, production, selection and presentation. All of these combine to create high-quality products, which are enhanced by the expert advice and personal customer relationships

at Macis. The concept store also uses digital solutions, including systems for automated cash handling, that improve the shopping experience while relieving some of the burden on the team.

By introducing an automated cash management solution, Macis is pursuing the following objectives:

- Increased standard of hygiene when selling fresh food
- Simple, secure and fast payment for the customer
- Optimisation of the payment process and the cash balance
- Increased transparency of cash balance
- Increased employee satisfaction



THE SOLUTION

Automated cash handling was initially deployed in the organic bakery, where half of the payments are in cash. On the one hand, Macis wanted to improve hygiene, and on the other, relieve staff of the burden of the checkout process. The positive experiences influenced the decision to extend use to all checkouts in the organic market

The decision to install **CASHINFINITY solutions** from GLORY was based on two benefits: Increased **hygiene in the bakery** as staff no longer need to handle both cash and baked goods.

Enhanced performance and security by relieving staff of the burden of accepting cash payments allowing them to focus on serving customers.

The positive experiences have led to the CASHINFINITY CI-10 solutions being installed not only in the bakery, but also at all the checkouts in the Organic store. As part of the digital strategy, the cash recyclers are being supplemented by additional solutions such as networked merchandise management, whereby gastronomy and retail can be combined into one system, the online shop with a dedicated customer app and shelf labels.

This saves a **significant amount of time**: in the event of price changes in product management, for example, the shelf labels update automatically. When making a cash payment at the checkout, customers use the **CI-10 cash recycling solutions**, so that staff no longer come into contact with cash at all and the need for further cash processing steps is eliminated. They can **concentrate on the customer** during the payment process, speak to them personally, help to pack the goods or welcome the next guest into the store.

“Since we have been using GLORY’s automated cash handling systems, our employees are happy to perform till-closing duties. Because this is now done at the touch of a button, without the risk of any shortfalls. Sales are transparent, accounting fully documented and we get home quicker at the end of the day.”

Mario Beyer, Manager of Macis organic market



CASHINFINITY SOLUTION CI-10

The compact cash recycling solution CI-10 consists of a CI-10B banknote recycler and a CI-10C coin recycler. The solution can be adapted for use in all retail businesses, including supermarkets and self-service department stores.

For **automated cash handling at the POS**, the CI-10 can be seamlessly integrated into existing cash register systems. It increases security, **improves productivity at the POS**, allows the staff more time for customer service and increases efficiency in cash handling. Its design facilitates simple integration into checkout desks and self-checkout stations. "Follow-me" LED control enables **easy operation of the device** by the customer.



DIE BENEFITS AT A GLANCE

INCREASED STANDARD OF HYGIENE

Now, more than ever, it is important to make the customer feel that the payment process is hygienic while also just as fast and smooth as before. With the CASHINFINITY solution from GLORY, staff no longer come into direct contact with cash and all aspects of hygiene are assured – the customer also senses this.

HAPPY EMPLOYEES

Automated cash handling frees up staff from responsibility for the cash in the store. The cash balance process is done at the push of a button and thus removes any risk of shortfalls in a transparent and seamless way. This saves time at the end of a shift or day, so staff can finish work faster.

POSITIVE SHOPPING EXPERIENCE

Thanks to the combination of product quality and freshness, product presentation with attention to detail and the use of digital technologies, shopping at Macis is a special experience. The modern systems integrate perfectly into the coherent store design and staff score points in the payment process by fully focusing on communication with the customer instead of the change.



QUALITY, DIGITAL TECHNOLOGIES & ATTENTION TO DETAIL

Macis' success is built on an integrated, combined concept store over an area of 900 square metres, which accommodates the organic market, a "transparent" organic bakery and confectionery, organic restaurant and an inviting market hall with fresh food all under one roof. Customers particularly appreciate the high quality of the goods. The environment for the special experience at Macis is provided by this lovingly restored 1920s-style building with its tasteful interior.



OPTIMISING THE RETAIL CASH CHAIN

Automate | Authenticate | Secure | Accelerate

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