

GLORY



## Enhancing cash management and maximising branch performance

Caja Rural de Asturias, Spain





# ABOUT CAJA RURAL DE ASTURIAS

**“GLORY’s GFS-220 modern design and its advanced features have maximised efficiency at Caja Rural de Asturias branches.”**

Román Suárez García, Director of Organization, Systems and Development for Caja Rural de Asturias

**Founded on 14 February 1963 as a credit cooperative, Caja Rural de Asturias is one of the main banks operating within Spain. The institution brings a wealth of experience to the financial market. In addition, Caja Rural de Asturias provides services on a national scale, both in rural as well as urban environments. Consequently, it incorporates operations aimed at individuals, families, small and medium-sized enterprises and large corporations.**

Furthermore, the institution offers an integrated financial services strategy supported by a continuing spirit of renewal which is firmly based on a strong and solid group, including the Banco Cooperativo Español and the Asociación Española de Cajas Rurales. The Caja Rural Group has a network of over 2,388 branches throughout Spain and 8,410 employees. The soundness of the Group’s assets and financial position

translate into assets of over €65 billion and equity of over €5 billion. Its activities are also supported by the company Rural Servicios Informáticos and the insurance company RGA as well as certain other participating institutions.

The Cajas Rurales (rural banks) in the Group therefore have a defined field of activity within which to operate in a differentiated but not isolated manner, as the cooperation within the Group permits access to broader areas of activity. In this way, the Caja Rural Group can provide the same services as banks and savings banks, ensuring that the link with its territorial scope remains intact.

Thanks to its extensive financial activities, Caja Rural de Asturias has succeeded in consolidating and strengthening its position owing to the unquestionable quality of its services.

# THE CHALLENGE

**Caja Rural de Asturias' aim was to implement a robust solution for safely and efficiently counting and sorting banknotes, across its network of branches but with the advantages of a compact solution.**

Caja Rural de Asturias has evolved and grown significantly as a financial institution, but its philosophy has never changed. It focuses on meeting the needs of its customers to ensure that the financial services it offers can be easily understood and it also makes every effort to increase work satisfaction among the staff in its branches. This philosophy places Caja Rural de Asturias in a strong position, in an economic environment which is becoming ever more complex and competitive.

Caja Rural de Asturias believe that optimising cash management requires the experience and involvement of the best specialists, as well as advanced resources and innovative technology.

With the aim of improving the performance of its branches, Caja Rural de Asturias decided to invest in a modern and innovative technology solution which would enable it to maximise the performance of its branches, which would lead to greater satisfaction among branch employees and, in turn, among the institution's customers.

Caja Rural de Asturias chose Glory's GFS-220, given its extraordinary functionality, as it is a compact, multi-currency desktop counter / sorter, designed specifically to continuously count and sort banknotes.

Ultimately, Caja Rural de Asturias opted for the advantages that working with a market leader such as Glory can offer.

# THE SOLUTION

**Glory's willingness to partner was the key criteria in its selection as technology partner for Caja Rural de Asturias.**

**Román Suárez García, Director of Organization, Systems and Development for Caja Rural de Asturias, states that: "What determined the decision to implement the GFS-220 in Caja Rural de Asturias branches was Glory's extraordinary flexibility and willingness to install test machines in the institution's branches. This enabled us to test the machines in situ, obtaining the opinions of the users first hand and also to test the performance and efficiency of the machines prior to making the investment.**

Moreover, it was very important that the machine selected was able to maintain a detailed record of transactions as well as generating reports. GFS-220 offers multiple options for automating this process.

An additional factor taken into account was the need for a convenient desktop counter / sorter that was easy to use. GFS-220 is an incredibly simple machine which is easy to use and ideal for any working environment. Its robust design and compact size make GFS-220 the perfect solution, irrespective of the volume of transactions to be carried out.

Its ergonomic design protects our employees from any contact with moving parts and the rapid access to the inside of the machine ensures that maintenance, cleaning and problem resolution activities can easily be carried out.

We also took into account that the GFS-220 is manufactured to the highest quality standards, which contributes to optimal operational activity and its continuous processing ability.

Similarly, it is important to point out that the recycling and destruction of discarded parts or machines has minimal impact on the environment, as Glory has developed a Product Management programme designed to help its customers become familiar with the materials that they use, the ecological design standards that they have established and the steps that they continue to make to minimise the environmental impact of their products."

# GFS-220 BANKNOTE COUNTER / SORTER

**GFS-220 sorter: The functionality of a sorter with the size of a counter. GFS-220 is a compact, multi-currency desktop counter / sorter, designed for counting and sorting banknotes.**

Designed to operate continuously, GFS-220 can sort and authenticate banknotes by denomination and condition, at a speed of 1,200 notes per minute.

GFS-220 provides real commercial benefit at a number of levels, forming a complete and integrated solution to meet the needs of both customers and cashiers, as well as the need for improved efficiency in branches.

GFS-220's new authentication and sorting technology offers an ideal solution for bank branches, security companies and large retail organisations.





# THE BENEFITS FOR CAJA RURAL DE ASTURIAS

**“Glory’s GFS-220 has contributed to a substantial increase in user satisfaction, optimising, in turn, back office and branch tasks at a global level. This solution has therefore helped us to improve the service offered to our customers and has enabled Caja Rural de Asturias to continue its success.”**

Román Suárez García, Director of Organization, Systems and Development for Caja Rural de Asturias

**The challenge faced by Caja Rural de Asturias was to equip its branches with a desktop counter / sorter that has excellent authentication and counting functionality, with the aim of maximising the overall performance and efficiency of its branches.**

“Since we have been using GFS-220, the users’ day to day work has considerably improved, with back office tasks being optimised. Branch staff have more time to dedicate to tasks with more added value, enabling them to offer our customers a more personalised service. All this leads to increased customer satisfaction, which in turn boosts branch performance.

“The excellent post-sales service offered by Glory supported the project, as Glory’s service network covers the whole of Spain and it has a great reputation in terms of quality of service and having the best specialists.

The reassurance of being supported by a leading manufacturer, with extensive experience in cash management solutions, was, again, a key factor in choosing Glory as the main partner for Caja Rural de Asturias,” added Román Suárez García.





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