

## CASE STUDY

### Aspers Casino

#### Business Development: Helen Hosie

12.01.2015

**Aspers Casinos** have been a customer of Cashzone's for over 5 years (originally Bank Machine). We have 17 sites with Aspers and they operate on a self-fill basis.

Aspers were named as the European Operator of the Year at the International Gaming Awards in 2014.

Helen Hosie at Aspers talked to us about their partnership with Cashzone:

*“We always had free standing cash machines run by the bank but we purely wanted an independent ATM provider. We wanted a supplier who could provide us with great customer service and engineers who could come out and visit the sites. Cashzone offered the best deal. It was an important commercial decision for the business.”*

#### The ATM is a revenue generator

*“The main business benefit for us is the revenue we generate in the casino as a result of giving casino customers access to their cash who then use it on the tables. Once they walk out of the casino, we have lost them and are unlikely to get them back in. The cash withdrawal facility means our customers stay inside the casinos longer and spend more time and money with us. It's like anything - if you're on a winning streak people carry on getting money out and playing. It's a win-win situation.”*

#### Cashzone are the market leader

*“The bottom line is, Cashzone have nationwide coverage and fair commercial deals. We have a very good relationship with our account managers and now that you have acquired Sunwin, you have even wider CIT coverage. When we call, it is normally a first time fix or next day. Those services are always good and we always get a reply from the Customer Service Team.”*

*“We would recommend Cashzone - all elements of the business are good from expanding CIT and having good market share. We want to be with a company that's a market leader.”*

