



cashzone™
there where you need us

STORE OWNER CASE STUDY

'Costcutter Woodvale'

Store owner: Frank McAllister

11.06.2014

Frank McAllister owns Costcutter Woodvale and has been running the store for 34 years.

"My bank fees were too high, so I decided to install an ATM," says Mr Allister.

"Now I'm saving £10,000 per year, and I'm also getting more customers come to use the cash machine and then spend money in my shop."

"The cash machine has increased my turnover by 13%. I have had it for ten years now and I couldn't be happier," he says.

"A while back, I surveyed my customers and found that a third of those who use the cash point spend the money they take out on site. It's definitely been a boost."

Cardtronics UK, Cashzone's parent company, conducted market research entitled, The Value of Cash, which found that nine out of ten convenience store customers pay by cash, and that ATM users spend on average 68p more than other customers. Store owners like Mr McAllister are seeing benefits like this on a day-to-day basis.

"I also offer my customers Lottery, Pay Point and post services. I think it's a good business strategy to provide a number of services in one place," says Mr Allister.

"They are all extra pulls that get more people to use my store."

