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STORE OWNER CASE STUDY

MPK Garages, various forecourts
Retail Services Manager: Duncan Morris

19.05.2014

Duncan Morris is the Retail Services Manager for MPK Garages.

“We operate 25 forecourts up and down the UK, and 20 of these have cash machines installed,” says Mr Morris.

“We saw a real place for ATMs in the future of forecourts and have been rolling out installations in locations where we’ve seen the demand.”

“We started installing cash points 12-13 years ago because we saw what was happening in the market with a need for increased diversification of services,” he explains. *“It’s clearly what the customers want.”*

“Traditionally, petrol is the main attraction of a forecourt, but in some places people come just to use the cash machine, without getting petrol,” he says.

“I guess they’re in a hurry, but it shows the value of offering more than just one thing.”

In fact, new research from Cardtronics (parent company of Cashzone) shows that customers who use the cash machine purchase petrol more than those who don’t use the machine, showing that cash points have a positive influence on forecourt managers’ business.

“Across the board, we tend to see a noticeable increase in footfall after installing the cash points,” Mr Morris asserts.

“People aren’t necessarily buying more petrol, but they’re definitely spending more money in the shops.”

