



STORE OWNER CASE STUDY

‘Nisa Nuneaton’

Store owner: Manjit Khan

11.06.2014

Manjit Kahn has been running his Nisa store in Nuneaton since 1990.

“I installed an ATM ten years ago to increase sales – and it worked,” says Mr Kahn.

“The turnover went up with eight to ten percent as a result of getting the cash machine.”

“Now, if the cash point isn’t working, I notice it quickly. Even if I couldn’t see it being out of order, I would clearly see the decrease in customers. About 250 people come here to use the cash machine every day,” he says.

“There is an obvious difference in footfall from before I installed it.”

“We even upgraded our old machine to a brand new ATM about three years ago. This one is even more appealing, and the improved user experience encourages people to use it more,” he says

“We have a variety of in-store services, because we think it’s important to offer our customers all they need, but the cash machine is the most important pull.”

“Generally, I’m happy for my customers to pay by card, but it does mean that I have to wait three days before the money is in my account. When they pay by cash, the money goes straight there.”

