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STORE OWNER CASE STUDY

‘Paul’s News’, Birmingham

Store owner: Ranjit Paul

14.05.2014

Ranjit Paul has been running Paul’s News in east Birmingham for 30 years.

“It brings people here,” says Mr Paul.

“I have had the cash machine in the store for 10 years and usually, about 15 people come here just to use it every day.”

“Installing the ATM has increased my customer base by around 20%,” he asserts.

“It’s obviously something that everyone living and working in my area finds really useful, and this helps me in running a successful business.”

In addition to his cash machine, Mr Paul has got PayPoint and Lottery facilities in his shop.

“I think customers prefer to do several things in the same place,” he says.

“These supplementary services bring increased footfall, and the additional visitors result in increased turnover, with people spending the money they withdraw from the ATM in-store,” Mr Paul stresses.

Having many customers who pay with cards can be burdensome for independent retailers because of high charges for card payments – two to four times higher than for large chains. The easy access to cash is also convenient for customers, who value efficiency.

“Customers use the cash machine a lot,” says Mr Paul.

“It’s a quick and easy solution for them.

They can take the cash, get their goods and get on with their busy days.”

