

T-Flex™ Coin Dispensers Help Dunkin' Donuts Break the Two-Minute Barrier

Device Speeds up Already Fast Service While Increasing Revenue



T-Flex™ Coin Dispenser

Queens, NY – Eddie Ahlualia, owner of two Dunkin' Donuts franchises in the Maspeth section of Queens, New York had his own version of the four-minute mile. It was the two-minute morning service time at the drive-thru window of one of his stores. It was an ambitious goal, to be sure. Consider this: the standard proposed by Dunkin' Donuts corporate management is 2 ½ minutes on drive-thru customers during the peak morning hours.

“We were always trying to beat the two-minute average service time, and we were very, very close,” said Ahlualia. “Frankly, our ultimate goal was to shoot for about a minute and a half. We thought we were doing everything possible, but we just couldn't get it under two minutes consistently.”

That changed about two years ago with the addition of a new T-Flex™ Coin Dispenser from Telequip, the world leader in automated coin dispensing solutions. After installing the device at the drive-thru register, Ahlualia noticed immediate results.

“We were able to shave almost 20 seconds from the average transaction the second we put in the T-Flex™,” Ahlualia said. “As a result, for the last two years, we've gotten our average drive-thru time to about 1 minute 40 seconds. On a particularly good day, we can even hit 1 minute 35 seconds. I have to admit, when I first installed it, I fell in love with it.”

Reducing average transaction time is only the tip of the iceberg in terms of the benefits of the T-Flex™. With a sleek design that integrates seamlessly into any business environment, the T-Flex™ accelerates speed of service, reduces shrink, and minimizes customer wait time. More specifically, it improves

cashier productivity, cash management efficiencies and, ultimately, customer satisfaction.

“We had the food preparation process nailed down,” explained Ahlualia, who has owned his franchises for 16 years. “The major problem was giving the change back to the customer. Now all we have to do is give back the paper bills and say ‘next.’ The change is automatically dispensed, and we know that it's going to be accurate.”

According to Ahlualia, the speed of service has even translated to an increase in revenue. “Before the T-Flex™, we were never able to get our drive-thru sales to represent more than 44% of the store's business. Shortly after we installed the device, it went up almost instantly by a little over 1%, and now it stands at around 47%. There's no doubt the T-Flex™ is the reason.”

Another attractive feature is that the T-Flex™ distributes the coins evenly, virtually eliminating the need to restock coins during the day. What's more, Ahlualia keeps a second T-Flex coin canister filled and ready to go. During the busy morning rush, he only has to pop out the empty canister and slide in the new one. Refilling can then be handled during slow periods.



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“We got some promotional material about the T-Flex™ along with our POS system,” he said. “It sounded like something that would really improve our speed of service. Actually, our service had always been excellent, but at Dunkin' Donuts, speed of service is everything. So I'm always willing to look at something that will make it even better.”

After some initial resistance, employees and managers have been sold on the merits of the T-Flex™. “My employees were a little skeptical at first,” Ahlualia recalled. “Now, they constantly tell me it's the best thing I've ever done for the drive-thru operation.”

Based on its overwhelming success, Ahlualia will be putting a T-Flex™ Coin Dispenser into a new store that he will soon be taking over. While the new store has no drive-thru, he will install the device right at one of the front registers. And should he ever acquire a store with another drive-thru, he won't hesitate for a second.

“I would not hesitate for a second to put in T-Flex™ at any drive-thru window. Frankly, there's no reason to make a huge financial investment in your franchise and not spend a few dollars on something that will have such a major impact on your business.”

If you want to check out Ahlualia's T-Flex™, just hit the drive-thru window at his Dunkin' Donuts. After all, it will take less than two minutes.

About Crane Payment Solutions

Crane Payment Solutions delivers a full suite of automated money handling solutions, including bill and coin validators, bill and coin recycling, and coin dispensing equipment aimed at the broad retail, self-service, transportation, gaming and vending markets. Crane Payment Solutions now offers the widest range of components for integrated payment systems available today, including Telequip® branded products. Designed to provide years of trouble-free operation, the Telequip brand of coin dispensing products is synonymous with quality, reliability, and longevity, delivering products that are second to none.



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