



Faster Service Improves Visitors' "Eats & Treats" Experience

The T-Flex Puts the Freeze on Lines at Dairy Queen®

T-Flex™ Coin Dispenser


Ryan Hobbs, General Manager, St. Cloud, FL
John Waldbeiser, Dairy Queen® Franchisee

Ice cream and desserts are a year-round treat at Dairy Queen® in St. Cloud, FL, where visitors from around the world flock to this vacation destination. Ryan Hobbs, General Manager, is glad that his operation continues to be busy – all year long! With a Drive-Thru and two front counter cash registers, this operation is so busy that Ryan and Dairy Queen® Franchisee, John Waldbeiser are always interested in ways they can improve speed of service and increase sales while keeping customers happy.

That is why in June of 2009, Ryan decided to take advantage of the Free Trial of the T-Flex™ Coin Dispenser from Telequip. This offer allows a Dairy Queen® owner to try out an automated coin dispenser - free of charge - to see if it helps save time at the register. This device counts the coin for you, so that the cashier doesn't have to.

Ryan implemented this time-saving tool at the Drive-Thru first and saw immediate results. "We increased the flow of traffic by 5 cars per peak hour throughout the day. At an average customer purchase of \$6.00 – that's an increase in revenue of at least \$30. With 2 to 3 peak hours a day – that adds up to a \$60 to \$90 daily revenue increase."

"The results were better than we could have expected," said Hobbs.

	T-Flex™ Coin Dispenser Results from Dairy Queen® in St. Cloud, FL	
	2 Peak Hours per day	3 Peak Hours per day
Extra Customers per peak hour at the Drive-Thru	10	15
Average customer purchase	\$ 6.00	\$ 6.00
Increase in Daily Revenue	\$ 60.00	\$ 90.00

The management team was so pleased with the performance of the T-Flex™ Coin Dispenser that they purchased the Free Trial unit, and bought an additional unit for the front counter. "With a young employee population of high school and college students, any tool that makes their job faster and easier improves the whole operation. The employees love it!" said Hobbs. "We are saving 3 to 4 seconds per transaction. And at the front counter, we don't have to open the second register as often – which is like having an extra person on board!"





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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 have been pleased with the performance of the product and pleasantly surprised with the financial results," said Hobbs. "Faster service keeps our patrons happy and coming back for more - all year long!"

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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