



# The Proof is in the Numbers!

## Massachusetts Popeyes® Increases Revenues with Coin Dispensers

T-Flex™ Coin Dispenser

Popeyes chicken is a popular, well-accepted brand throughout the south east United States. So it comes as no surprise that expansion to the New England area was a natural next step. And John Stilianos has taken on that assignment!

John and his partners have signed a Popeyes Franchisee Agreement to open 10 new restaurants in Massachusetts and New Hampshire. The first restaurant opening in Roslindale, MA was an amazing success, resulting in one of the highest volume stores in the country for 11 straight weeks. John knew immediately that he needed all the store efficiency tools he could get his hands on, and decided to buy T-Flex™ Coin Dispensers for his operation.

“Cutting 3 to 4 seconds off of each customer transaction is a huge time savings – for the cashier and for the customer! That translates to 5 or 6 more guests per peak hour. Improving customer throughput is always important in food service, but with a \$12.00 average check, we’re talking an hourly revenue increase of \$60 to \$70. With 6 peak hours a day at this store – the results are huge!” said John.

John initially bought two T-Flex™ Coin Dispensers to ensure there were no issues integrating with his new Sicom Point of Sale systems. Once he saw how it improved customer throughput and improved cashier accuracy, he bought one more for the Fall River, MA location, and two additional units for another new Popeyes store about to open.

“The employees love it, too,” John said. “More automation means no mistakes, and with 42

employees - that’s critical to the operation. It’s one less thing our employees have to worry about.”

“If you own a Popeyes location, you’re crazy not to buy a Telequip® Coin Dispenser.” John claims. “I also strongly recommend buying the extra canister for each unit. That way, when it gets really busy, you can quickly and easily swap out the empty coin canister with a filled canister. You re-fill the canisters in the back room, have them ready and waiting, and the customer never has to wait for change. It streamlines coin management throughout the restaurant.”

“It’s an easy decision to make and the results speak for themselves. Throughput is improved, revenue is increased, and mistakes are down. And from a profitability standpoint, the T-Flex™ Coin Dispensers have paid for themselves in a matter of months”, according to John. “I wouldn’t open a store without one.” But you don’t have to have a busy location like this to see the benefits. With an automatic increase in customer throughput, faster shift changeovers, and improved accuracy, any Popeyes restaurant will benefit from using this product. It’s just a smart decision! And from a new multi-store owner developing a prime territory, the proof is in the use!



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Return on Investment - Popeyes® Roslindale, MA Location			
	Without a T-Flex Coin Dispenser	With a T-Flex Coin Dispenser	Increase
Customers per peak hour	90	95	5
Average Revenue per customer	\$ 12.00	\$ 12.00	
Number of peak hours per day	6	6	
Revenue per Day	\$ 6,480	\$ 6,840	\$360
Revenue per Month	\$ 194,400	\$ 205,200	\$10,800

\*The ROI represents 5 extra customers per peak hour  
 \*The ROI represents an increase in revenue of \$60 per peak hour  
 \*This restaurant sells a lot of family box meals, resulting in the \$12 average guest tickets  
 \*This restaurant experiences 6 peak hours per day  
 \*At an increased revenue of \$360 per day, the T-Flex™ Coin Dispensers pay for themselves very quickly

### 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.



**CRANE** PAYMENT SOLUTIONS

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