



CASE STUDY

POS Solution with smarttill® Technology Speeds Up Service and Cash Counts at Antwerp Bakery

An apg® Case Study in Partnership with Antwerp Bakery



Cash represents 50 percent of transactions



Speeds up transactions



Quick end user training

Once installed, smarttill® delivered immediate results, making the whole operation more efficient and addressing cash discrepancies. Additional benefits included a reduction in the time required to count and balance the till at the end of day. These labour savings were reapplied to the front end to improve customer service.

Speed is essential in a retail bakery. Peckish patrons don't want to wait in a queue too long for their pastries and croissants. However, as cashiers make change in a hurry to get to the next customer, speed can lead to mistakes. At the end of the day when cash is counted, that's when the mistakes turn up.

Wanting to speed up queues and eliminate cash losses, Nora Dekeirsmaker, owner of Bakkerij Nora in Antwerp, Belgium, asked her POS integrator, Hasselt-based QNH, for a better checkout solution. The integrator recommended a complete POS system with its OmniQstore POS software and the smarttill® Intelligent Cash Drawer from apg. When she heard what smarttill could do, Dekeirsmaker reacted by saying, "Impossible." That changed when she saw the solution in action.

Speeding Up Cash Counts

In business for 36 years, Bakkerij Nora is an Antwerp institution. Daily customers pop in to buy the sandwiches, bread and pastries that made the bakery popular. Overall, cash represents 50 percent of the bakery transactions. Though most transactions are for relatively small amounts of money, the bakery handles a lot of cash.

Handling cash, as any retailer knows, is time-consuming, and Bakkerij Nora was no different. "We were counting cash by hand once a day, at the end of the day when we closed the store," says Dekeirsmaker. "We compared the figures with the data in sales reports and if they didn't match, sometimes we had to count the cash again."

When the till didn't add up, there was no way to determine the source of the error or who was responsible because multiple cashiers use the same POS stations. The store had two cash drawers, each taking an average of 30 minutes to count and reconcile the float.

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'Less Work, More Control'

Dekeirismaecker knew an intelligent cash management system would deliver significant improvements. smarttill Intelligent Cash Drawer keeps track in real-time of cash amounts in each till compartment, no matter the currency or denomination. It produces a record of every transaction with time signature and cashier name, so discrepancies are easy to spot and fix.

"Some bakeries use weighing machines, some count cash manually, some take the cash to headquarters for reconciliation, and some would like to use more sophisticated cash management solutions. But they are expensive, costing €15,000, and slow down the transactions as they don't accept all notes, and in bakeries, speed is everything," says Peter Debrier, QNH Account Director of Retail.

Debrier says installation of the first system was fast and mostly trouble-free. End user training was quick because the system is intuitive and straightforward. The client is happy with the outcome of the installation because it delivered the desired results — "less work, more control," he says. For instance, end-of-day cash counts are no longer needed, saving managers up to an hour, which is a great benefit after a busy day.



The smarttill Solution speeds up transactions by making cashiers more efficient and minimizing mistakes. In the past, with four people working the till each day, it was easier to make mistakes because employees have to work fast to avoid long queues. Speed is especially important on Saturdays and Sundays, when the bakery is busiest.

“Now if there is a mistake, it is quickly sorted with smarttill technology,” Dekeirsmaecker says. Another positive result is employees are now more cautious making change for customers because they know they can be held accountable.

Best of all, from Dekeirsmaecker’s viewpoint, patrons know when they step into Bakkerij Nora, they get a delicious treat — and they get it fast!

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About apg® solutions

apg®, with over 45 years of experience, manufactures a wide range of highly durable and reliable cash drawers that are delivered quickly to the marketplace. apg has built a reputation as the supplier of choice for cash management solutions for retail, grocery, hospitality, and quick serve for thousands of customers throughout the world. Whether it’s our general application cash drawer, custom designed solutions, or the smarttill® Intelligent Cash Drawer, our products and brand are differentiated by our ability to deliver innovative technologies that globally enhance efficiency and security at the POS. To learn more about our products, visit <http://www.apgsolutions.com/europe>.

About the smarttill® Cash Management Solution

The smarttill Solution will revolutionize the way you manage cash within your organization, tackling cash handling issues from both sides — the shop floor and the back office — whilst maintaining personal contact with customers. The smarttill® Solution is the next generation in cash drawer technology. It counts the coins and notes within the drawer itself automatically within seconds of the drawer closing and provides powerful back-office reports to optimize and secure your cash management.



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