



CASE STUDY

Retail Stores in Dublin Eradicate Cash Shrinkage

An apg® Case Study in Partnership with Londis Convenience Stores



Seamless installation



66% labor savings on cash management



Level of discrepancies were reduced to zero almost overnight

In Ireland, cash represents 61% of all transactions,² In the EU, cash represents 59% of all payment transactions.³ Globally, cash represents between 16% of all transactions.⁴ Data from Talking Retail reflects that 66% of U.K. convenience store payments are made in cash.⁵

Controlling Cash Shrinkage

Theft is one of the retail world's biggest challenges. Especially in the independent convenience sector where stores are often manned by a handful of people that are not equipped with the latest security technology. A 2023 survey conducted by the Retail Grocery Dairy & Allied Trades Association (RGDATA) of Ireland found that of shop owners surveyed, 93% have been victims of shoplifting, 40% have suffered fraud in their shops, and 25% have been the victims of robberies.¹ This hurts businesses and their customers because merchants often have to pass on these losses by raising prices. With cash management solutions, businesses can fight back against theft and achieve an advantage over competitors.

Typical convenience stores in Ireland experience high cash usage. Hoping to eliminate cash shrinkage and improve checkout at its 13 stores in and around Dublin, Ireland, the Griffin Retail Group asked its point of sale (POS) systems provider for help. The provider, Galway-based Retail Solutions, reviewed a host of cash management solutions with the client, and one of them stood out — the smarttill® Cash Management Solution by apg Cash Drawer.

Operations Director at Griffin Retail Group, David Bridgette, says the smarttill Solution beat the competition in cost effectiveness: "It provides all the functionality we require but at a fraction of the cost of some of the other solutions." The smarttill technology delivered a quick return on investment due to its array of benefits.

A Seamless Deployment

One of the top criteria for the Londis stores was size. Per Bridgette, “Due to the location and volume of traffic within each store, counter space is always an issue.” Thanks to its standard footprint, the smarttill Intelligent Cash Drawer would require minimal counter alterations.

Griffin decided to test the smarttill technology at two Londis sites before a full implementation. “We wanted to test it in a store where we needed to tighten the cash management process, and a second store in a high-volume traffic location to ensure the Intelligent

Cash Drawer could handle a large number of transactions. It handled both admirably,” says Bridgette.

Installation was seamless, allowing the stores to keep operating at nearly maximum capacity. Following a long month pilot, a group-wide rollout was initiated.

“No cashier training was needed as the solution doesn’t affect their day-to-day jobs,” says Retail Solutions Director Seamus Quinn. From a cashier’s perspective, the only change is the drawer replacement; there is no requirement to learn a new system. “It took only a few hours of the store managers’ time to understand the new technique,” notes Quinn.



Eliminating Cash Loss

The Griffin Retail Group's Dublin-area stores operate under the brand Londis. The busy convenience stores serve an average of 200,000 customers per week. With such a high level of activity, cash shrinkage is common due to human error and, occasionally, theft.

"In the store where we had concerns, the level of discrepancies were reduced to zero almost overnight delivering an incredible result," said Bridgette. "The technology is ideal for the fast-moving convenience sector, where lots of transactions happen daily and there are more potential errors with multiple cashiers using the same checkout station. With this solution, individual cashiers can be audited," notes Quinn.



Significant Time Savings

Counting the float daily or more is often a necessary practice for a retail convenience store, but it is also time-consuming. Even with a cash counting machine, you still must remove the cash by denomination. When errors are involved, the time spent counting escalates, taking staff and managers away from other tasks. This creates bottlenecks that affect customer service and the bottom line.

"Most of our stores are 24-hour stores with multiple tills and shifts. In the past, a till had to be closed for the cash-up process. This had a two-fold effect: customers were not being served at this time and labor was being wasted counting money," Bridgette says.

The smarttill Solution eliminates this process and keeps cashiers focused on customer service rather than administration. This produced a 66% labor savings on the cash management process which Bridgette hadn't expected. "Another unforeseen benefit is that we no longer have a requirement for cash counting machines, which were costing us around €600 per store per year," notes Bridgette.

Welcomed Benefits

The smarttill Solution includes Cash Manager Software which, once integrated, enables supervisors to remotely track each drawer, keeping a record of every cash movement, including transaction numbers and cashier IDs.

Bridgette explains that the smarttill technology lets him keep track in real time of each drawer's cash contents. The system notifies him when drawers run low on any denominations or when a cash lift needs to happen: "Any discussions surrounding cash transactions with a customer can all be checked immediately, which acts as a deterrent against theft and ensures correct change is given."

Future Plans

Looking ahead, Bridgette says Retail Solutions will be integrating the smarttill technology with surveillance cameras. In the event of a questionable transaction, a 45-second video clip can help clarify what happened, providing an extra layer of security. The smarttill Solution, he says, has been a game changer: "I can categorically say this is the [most impressive] advancement I have seen in retail technology in years."

References

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Seamus Quinn
Retail Solutions Director,
Galway-based Retail Solutions



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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