

In-store ATMS add competitive edge to butcheries

With a growing number of retail locations such as grocery stores and supermarkets offering fresh meat products, it has become increasingly critical for local butcheries to find innovative ways to keep their customers returning and spending more money. Consistent with global trends, South African consumers are demanding safe and convenient access to cash in retail environments such as butcheries.

This is according to Russel Berman, national sales director of Spark ATM Systems, South Africa's premier independent ATM deployer, who says several large butchery chains have noticed a 30% spike in foot traffic and a meaningful increase in turnover since installing an in-store ATM.

Berman says, "This is especially prevalent at month-end when customers flock to shops to draw cash and purchase their goods. As a result, many high-profile chains have even opted for a second ATM in each of their stores to handle the month-end queues of customers withdrawing cash and then spending it."

The increased consumer demand for cash in butcheries is verified by statistics from the Spark Cash Index, which measures the average amount of cash withdrawn from over 1 500 Spark ATMs throughout South Africa, revealing a 3.56%

increase in cash withdrawal values over the past six months in retail locations such as butcheries.

Berman says the percentage of cash purchases in butcheries remain one of the highest in the retail environment. "This implies that there is a cash surplus in the business that needs to be banked, attracting high bank charges. An in-store ATM allows the butcher to channel his cash through the ATM back into his bank account, for which he is reimbursed gross, without incurring any cash deposit or handling fees."

Berman explains that Spark ATM Systems offer a free, no obligation site assessment for butchers and all other establishments interested in installing an in-store ATM. "We utilise a proprietary score card that accurately determines the potential of a store to host an ATM, as well as calculating the monetary value that an in-store ATM will add to a business.

Mark Mayoss, financial director at Bluff Meat Supply / Mndeni Meats, says that since installing an in-store ATM he has noticed a drastic reduction in cash deposit fees. "Customers love the safer option of drawing cash in our shops. If you have a butchery, I recommend installing an ATM in store, not only to provide a financial safeguard but also to grow your businesses profitability."