



		CASE STUDY	
<b>Alpha Retail</b>			

**Customer**

**Alpha Retail**

**Industry**

Airport retailing and catering service supplier specialising in airport shopping, restaurants, and tax & duty-free sales

**Existing Challenges**

High cost of cash handling management

**Implementation Highlights**

Easy installation, minimal disruption to retail operations

**Solution Scope**

OMAL ICC (Intelligent Counter Cache) standalone units with PDA Bluetooth.

OMAL ICC (Intelligent Counter Cache) fully integrated units with full backend PC Systems and EPOS Software via RS-232, Ethernet and Wireless Connectivity.

**Key Benefits**

- Minimal management time involvement
- Minimal training required
- Increase staff productivity
- Improve retail operations
  - Reduction in theft
  - Good return of investment

**Background**

Alpha Retail is part of Alpha Airports Group Plc, one of the world's largest independent aviation support companies.

Alpha Retail is the leading UK supplier of retailing and catering services for airports.

Its principal retail outlets are Alpha Airport Shopping, which offers high quality consumer brands including fragrance, skincare and branded accessories, World News, a confectionary, tobacco and newspaper offer, and Glorious Britain, a successful destination gifts concept.

**The Problem**

Environment with distributed small shop outlets throughout the airport from air side to land side.

Many small cash transactions mainly £10 and £20 bank notes. Bank notes kept in till drawers creating a high security risk.

Operators 'blame' supervisors for any till discrepancies. Operators have access to a large proportion of the takings.

Cash office not available for every retail shop creating more risk during cash movement.

High cost of cash handling from float preparations, spot checks, reconciliations and banking.

**The Solution**

Intelligent Counter Cache installed in Terminal 1 Arrivals Shops and Terminal 1 Main Building and Departures Shops.

The solution was mixed with Blue Tooth Wireless connection in departures and RS-232 & USB in arrivals.

The Intelligent Counter Cache's in each shop are connected to a back office PC (in the shape of a secured laptop) in each shop other than departures.

As part of the solution Count Easy was implemented to count coins from till points for float preparations, spot checks, reconciliations and banking.

**The Choice**

*Intelligent Counter Cache is a clear winner just on time saving alone, never mind all the other unquantifiable benefits and 'utopias' like "value at POS" and "data mining."*

With the cash being handled by two fewer people every session, results improve.

The ICC system also overcomes the issue whereby a till operator can 'blame' a Supervisor or a Duty Manager for till discrepancies - these individuals no longer have routine access to a large proportion of the takings.

*"it is worth mentioning the high level of support we have received. Their team have been quick to respond, extremely supportive and professional throughout... and resulted in minimal involvement and workload from myself and my management team," - Operations Manager - Alpha Airport Shopping*



## CASE STUDY

### The Benefits

#### Intelligent Counter Cache

- Exceptionally easy to use
- Minimal training required
- No user issues

#### Back-office user feedback

- Software is user-friendly
- Comprehensive and easy-to-follow manual

#### Using the Tru Pouches

- No issues – Pouch easy to use
- No security deficiencies with the pouches. All have been verified as secure by the Admin Supervisor and no issues have been reported from the Cash Centre

### Efficiency Savings

- Till operator check (target is two per day) - reduced from 20 minutes to 10 minutes per till
- End-of-day reconciliation process - reduced from 20 minutes to 10 minutes per till
- Next day cashing up - reduced from 10 minutes to 5 minutes

#### Total time saving

- Per air port location, £15,201 cost saving per annum (assuming £7.00 per hour)
- Further savings from reduction of shrink and dramatically reduction of time spent on backward facing activity
- By increasing operations potential additional hours will not be required resulting to direct payroll saving

### About Companies Involved

Volumatic Omal with a 30 year history is the leading supplier of cash handling equipment to the retail, leisure and banking industries.

A subsidiary of Halma plc with a £400 million turn over, a successful UK based public group with an exceptional record on the London stock exchange and over 25 years of experience developing niche businesses.

Cash management products are available in the UK, North America and Europe through a network of distributors.

The R&D and Sales offices are based in Coventry and have ISO accreditation.



The Team was highly experienced in managing and planning, team leaders of specialists, problem solvers, experience in retail solutions, cash management and commercial and analytical expertise.

Retail sector expertise and customers include Boots, Somerfield, Sports World, WH Smith, Alpha Airports, Iceland, BHS, Sainsbury, TK Maxx, Tesco, Arcadia Group, Next, John Lewis, Matalan, M&S and Waitrose

Bank sector: RBS, Natwest, Lloyds TSB, Nationwide, Loomis, G4S

Other Sectors: Pizza Hut, Burger King, Mc Donald's, BP, Vue Cinema, Somerfield Forecourts, Shell, Total and Texaco.

*"There are additional cost-savings to be negotiated from the Bank's Cash Centre as Alpha Airports Retail Shopping is providing 100% accurate counts."*