

SafePay™ keeps track of cash flow at Smart Club

Vegard Carlsen is the security manager for Norwegian retail chain Smart Club.



In autumn 2006, Gunnebo's SafePay cash management system was installed in the largest store to date. The customer was Norwegian retailer Smart Club. After a thorough evaluation of various options, Smart Club chose SafePay because the system significantly streamlines cash management and creates security and peace of mind for personnel.





SafePay is also installed at Smart Club's restaurant and café.



Smart Club offers branded products in 40 different sectors, and strives for high quality at good prices. It is well-known for its fine fresh produce, among other things. The stores have a high turnover, and although only 15 per cent is paid in cash there are still large amounts of money in the stores.

When Smart Club opened a new store at Slependen outside Oslo it was looking for a cash management system that was completely closed – no personnel would have to touch it from the moment the customer paid until it ended up at the security company's counting centre. The retailer chose SafePay from Gunnebo which was installed in 36 checkouts in autumn 2006, and in the tills at the store's café, restaurant and newspaper kiosk.

NO NEED TO WORK LATE

"The store is very large and has a lot of staff who rotate in shifts. This makes it hard to keep track of the flow of cash. Thanks to SafePay, Smart Club now has highly efficient cash administration. The checkout personnel can go straight home after their shift instead of cashing up in the office. This reduces evening work, which is costly to the store and inconvenient for staff," says Arild Clausen, the key salesperson involved in the project.

He goes on to say that the Smart Club store used to close at 11 p.m. and the last bus into Oslo city centre left at 11.20. None of the staff have missed the bus since SafePay was installed – as closing the shop is so quick now that no tills have to be cashed up.

The decrease in administration is one of the advantages of SafePay, another being the system's flexibility.

"The installation of Smart Club is proof that we've created a compact, flexible system that works in all types of store. A single store handles the SafePay cash in very different retail environments, from a conventional checkout to a restaurant and kiosk," says Tobias Gunnesson, product manager for SafePay at Gunnebo.

GREATER PEACE OF MIND

It is particularly important that Smart Club's staff now enjoy greater security and peace of mind with a closed cash management system. Obviously the risk of robbery is far lower. In addition, it gives the store management an excellent overview and close control over cash management. Thanks to Gunnebo's cash management software, SafePay Control, the store is provided with clear reports of all events in the system, and exactly how much money there is in the checkouts and the cash transfer units. Naturally this makes it easy to plan top-ups and collections. Being able to better plan the amount of cash in the checkout – and store it safely – is also becoming increasingly important as many customers in Norway are now withdrawing cash from stores, rather than via ATMs.

DISCERNING CUSTOMER

Vegard Carlsen, security manager at Smart Club, sees two main advantages of SafePay:

"Firstly, we have completely closed and secure cash management. Secondly, the checkout tills are extremely easy to manage. They're so uncomplicated that all our staff can handle them."

Smart Club are skilled negotiators who carried out thorough research during the procurement process," says Arild Clausen.

Facts: Smart Club

■ Smart Club is a retail chain offering branded goods in 40 segments – from food and clothing to DIY and home interiors. The idea is to offer high quality at competitive prices, partly by purchasing direct from producers. Founded in 1995, the chain now has six stores and another will be opening shortly. (Electronic products are also sold online.) The store environment is simple and products are often sold straight from the pallets.

■ Smart Club is part of the CG Holding Group, which encompasses operations in retail, industry, real estate and travel.

■ At the end of 2007, Gunnebo will install SafePay in a further two new Smart Club stores.

"They carried out several study visits and finally chose SafePay after a year-long sales period. The company is renowned for being a discerning customer that places strict demands on products and suppliers. I think the fact they finally chose us is an excellent reflection on us and our products." ■