Case Study: Quick Service Restaurants

Quick Service Restaurants around the world face a time-consuming, labor-intensive challenge when it comes to counting the day’s takings. Valuable staff time is being eaten into due to the number of discrepancies that need to be rectified after cash is counted manually. One of the world’s largest QSR franchises knew that something needed to be done to free up this staff time and to turn cash management into a more streamlined process.

Operated by Doctor’s Associates, Inc., SUBWAY, renowned for its submarine (sub) sandwiches, is one of the fastest growing franchises in the world. Subway has over 42,000 restaurants located in 107 countries. With a presence in the UK and Ireland since 1994, Subway now operates over 2000 stores in this territory. Serving up thousands of subs everyday resulted in a huge number of daily cash transactions. Historically, takings were being counted throughout the stores by hand which took an excessive amount of time and resulted in inaccurate counting. Something had to change, thus beginning the relationship between Tellermate and Subway in 2013.

With Tellermate’s consultative approach, studies were carried out on the current cash management processes at Subway. Due to the vast amounts of time needed for manual cash counts, many stores were only reconciling tills at the beginning and end of the day. In such a cash intensive environment, this left staff with a great deal of money to count. Coins and bills had to be counted manually by denomination and all figures were added together using a calculator. Discrepancies were a very common occurrence and staff members were regularly staying past store hours to rectify the count errors. Tellermate established that a T-iX 1000 electronic cash counter would greatly benefit Subway stores. Its ability to count the loose bills and coin as well as the rolled coin and strapped bills in less than a minute, shaved off an average of three to eight minutes per count.

Having worked closely with a Subway Development Agent, as well as Store Managers and Corporate Trainers, Tellermate’s cash counters are rapidly gaining popularity for their speed and accuracy of counting cash. When asked how franchisees within the region have reacted to Tellermate, a Development Agent for Subway UK explained, “they have all been very positive about it and they can see the benefits of it. With it being a cash business there is definitely an advantage in having it.” The speed and accuracy of the T-iX 1000 was immediately recognized. “It’s a great piece of kit; very accurate and very convenient and it does make the process of cashing up a lot faster and a lot more accurate.”

Cash counting was a term that held such negative connotations for many Subway stores, so much so that it was almost avoided and pushed to the end of the day when the store had closed. The portability of the T-iX 1000 allows staff to now make regular cash counts throughout the day, not just in the back office but at the point of sale. This makes change discrepancies between customers and Subway much simpler to rectify.

The T-iX 1000 cash counter is present in all ten of the franchisee training stores. The Subway Corporate trainer for the UK, Ireland and Mainland Europe has witnessed the vast improvement in cash reconciliation. “We fully endorse the Tellermate machine. We think it’s practical and makes a lot of sense. As a corporate trainer I would strongly suggest that you buy one of these for your store.”