



QUICK COIN COUNTING IMPROVES MEMBER SERVICE AND

STREAMLINES TELLER EFFICIENCY

Hopewell Federal Credit Union, Heath, Ohio



Credit unions must stay ahead of the curve on customer service, offering unique and customer centric lobby engagement activities that are useful to members and keep them coming back. “Member service was the number one driver behind the decision to install coin counting technology,” says Amy Landis, teller supervisor, Hopewell Federal Credit Union. According to Jim Johnson, CEO, Hopewell Federal Credit Union, the decision to select a Coinmax™ self-service coin machine by Cummins Allison came down to equipment reliability. “We needed a coin counter that required very little maintenance,” said Johnson.



The Coinmax™ MM2 is easy to work with and the uptime is fantastic. We love the machine and our members love the machine.

In fact, Johnson notes that he was so impressed by the Coinmax™ coin counter that Hopewell Federal Credit Union not only purchased one for its Heath, Ohio branch, but also replaced the existing coin counter at its Newark, Ohio branch with a Coinmax™.

“Our previous coin counter required far too much maintenance and we didn’t have the time to do what was required to keep the machine up and running.” Since installing the coin counters, it’s been full steam ahead at both branches. “Members use the Coinmax™ MM2 every day,” marvels Landis. “Once our members use the self-service coin counter they are addicted. The machine is rarely idle.” Adds Landis, “We’ll have our tellers or our receptionist jump in and walk people through how to use the machine their first time, but the machines are so user-friendly and simple that after that, folks are easily able to use the coin counters on their own. It’s really amazing to see member engagement at the machine.”

The ease and simplicity of the machine itself went a long way toward winning over members.

Now customers can use the self-service coin counter and simply hand their receipt to the teller.



Improving service to customers and simplifying coin processing for tellers.

Not only are CoinMax™ self-service coin counters easy for customers to use, they also simplify coin processing by reducing the number of times coins are handled and streamlining the process from deposit to storage or armored carrier. These advantages were important motivations for Hopewell Federal Credit Union.

As Landis puts it, “Before we installed the coin counters, coin handling was overwhelming. Tellers had to unroll member coin deposits, store and ship the coins, which was time consuming, bulky and inconvenient. There were coin bags stored in several different places.

Now customers can use the self-service coin counter and simply hand their receipt to the teller. This dramatically cuts down on handling time and the steps necessary to process each transaction. The machine houses the coins until shipment. It’s a win-win for customers and tellers.”

In fact, this past June, they shipped fortytwo full Federal coin bags from just one of the two coin counters. In addition to convenience for customers and tellers, the option

to charge a fee or not charge a fee makes using the Coinmax™ a winning option for members.

“Offering coin counting as a free service to all our members allows us to help them save money and stretch their dollars,” says Landis. Non-members can benefit from using the Coinmax™ MM2 as well. “We make the machine available to anyone who comes into the branch. Most grocery stores charge nearly 10 percent to use their machines. Non-members can come to us and use our coin counters for a charge of only five percent, which has generated a positive response.

“We encourage folks to become members to take advantage of the free coin counting service. Even if they only sort coins, it’s really worth it. And a lot of non-members have become members for that very reason,” remarks Landis.

Building commercial and specialized accounts

Hopewell Federal Credit Union also helps business and commercial members use Coinmax™ to their advantage. “We promote the coin processing machine as a value-added service to both our business and personal accounts – it’s a feature that can help all accounts better handle their money, and one

which most competitors simply don’t offer,” says Landis.

The self-service coin counters are also a popular way to create new accounts. Hopewell Federal Credit Union offers an account uniquely tailored to the machine’s use – the Kids Account. States Landis, “It’s so easy for kids, especially, to save coin. For them, the coin machine is a fun and interactive way to count coins and, in turn, get excited about saving money by depositing what they’ve counted into their very own account. It’s been a huge success!”

Easy to use, easy to embrace

The intuitive nature of the Coinmax™ MM2 advertising feature makes it easy to display videos and onscreen promotions. Advertising messages are uploaded with a flash drive, allowing the coin counter to display custom branding and product promotions. “It’s a simple, yet effective tool,” states Landis, “which helps members quickly identify the machine, engage with our branding messages and learn about new initiatives or ways to save.”



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Installing the Coinmax™ MM2 self-service coin machine at both locations helped Hopewell Federal Credit Union enhance member services and streamline teller efficiency, resulting in a more positive, interactive experience.

