



Cashcard meets shoppers ATM requirements for IGA in Far North Queensland

Yorkeys Knob is one of tropical North Queensland's favourite beachside holiday destinations, situated 12km north of Cairns. Its regular three and a half thousand odd population swells during peak holiday periods due to its safe swimming beaches, world-class marina and family-friendly accommodation offerings.

As a group member of the nationwide IGA chain of supermarkets, the Yorkeys Knob IGA X-Press is chartered with providing quality products, service and value – 7 days a week. The store provides standard grocery items such as fresh fruit, vegetables, meat and small goods together with items and services tailored for the tourist and convenience market. The store takes its commitment to personal service seriously, delivering customers and their groceries to wherever they are staying as part of its after sales care program.

Moving to a new and much larger location seven years ago produced a challenge for the proprietors of the Yorkeys Knob IGA X-Press – how to attract customers to the new location and not lose their business due to customers needing cash to shop.

With the implementation of a Cashcard ATM, the proprietors are reaping the benefits of installing the town's first ATM unit over five years ago. In conjunction with its standard supermarket offerings, the store today provides

value-added items including hats, sunglasses, Gold lotto and scratchies, newspapers, magazines and paperbacks; bait, tackle and ice plus gas refills and dry cleaning that continue to attract a wide variety of locals and visitors to the store.

Each of the 4500 plus transactions performed monthly at the store not only provides a highly convenient cash facility for customers, it also generates revenue via the Cashcard rebate scheme for proprietors, Peter and Aileen Webb and partners Bob and Lenore Chitham.

Prior to the installation of the ATM facilities, customers were unable to purchase goods if they arrived without cash for small purchases. This cost the store sales opportunities and did not help them build up the loyal clientele base that they were looking for.



Michael Molloy, Cashcard Regional Account Manager, and Yorkeys Knob IGA X-Press Proprietors Peter Webb (middle) and Bob Chitham (right) with the Cashcard ATM.

Case Study



Today customers not only rely on the ATM for cash transactions for grocery items, they also rely on the ATM as a de-facto banking facility due to the town's lack of official banking services. Currently banking must be completed in the town's post office but this restricts residents of Yorkeys Knob to Monday to Friday business hour transaction times.

"With our new commitment from Cashcard, our ATM revenue stream is a healthy cash injection to our bottom line operations. Running a low overhead, high turnover business benefits from business solutions that contribute to profitability rather than simply customer convenience," said Peter Webb, Proprietor, IGA X-Press.

The ATM has been made even more attractive for IGA X-Press customers with the analysis of denominations suitable for the beachside suburb for everyday and peak tourism transaction times. The ATM is now stocked with the most requested forms of denominations for a town that relies heavily on a supermarket-based ATM banking facility to check balances, make regular withdrawals, complete shopping requirements and pay bills.

"Customers really rely on our in-store ATM for their banking requirements," outlined Webb.

"We often see them lined up from 6:00am in the morning to check their bank balance and then continue to make withdrawals. Our turnover has definitely increased due to the improved foot traffic to the store. Our next goal is to work with Cashcard to further improve our signage, making it just that little bit easier to locate and use our ATM facilities," he continued.

"We really believe that Cashcard listened to our requirements as store operators. We concluded positive contract negotiations that not only helped us streamline our operating costs, they also strengthened the relationship we have with our regional account manager. Despite our initial scepticism, Cashcard really delivered on customer service for us. The service that we received could only be described as 110%."

**Peter Webb and Bob Chitham
Proprietors and Partners
Yorkeys Knob IGA X-Press**