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STORE OWNER CASE STUDY

‘Nisa forecourt - Stevensons of Oxbridge’

Store owner: John Stevenson

11.06.2014

John Stevenson has been running a Nisa forecourt in Oxbridge for 30 years.

“We have cash machines because they bring more customers to the store. We installed the first one 13-14 years ago and now we’ve just installed a second,” says Mr Stevenson.

“I’ve noticed that it’s more and more common for people to use the cash points without buying petrol,” he says.

“Both of our machines are pretty much used all throughout the day. Additionally, it’s better for us when customers pay in cash, as it’s cheaper to process. That means both increased turnover and lower costs.”

“Our cash machines are both outside the store. Sometimes people use them without buying anything, but they will often come in and spend the money they’ve just withdrawn,” he says.

Forecourt managers make a good profit on offering additional services to customers.

“Our two cash machines are not the only extra services we offer. We also have Lottery, Pay Point and Hermes Parcels,” Mr Stevenson concludes.

“We’re a ‘one-stop-shop’”.

