

# Learning to spend less time with money

Food City stores evolve cash management despite a pandemic.



Paragon 4



## THE CHALLENGE

For years one of the most important cash management tools used in Food City's chain of retail supermarkets was a humble calculator. Even after upgrading to new balancing software, the team still spent hours in the back-office, manually crunching numbers, counting cash, and bundling it—up to three times a day, by multiple associates—which ate away at the workday.

Getting change orders and managing deposits only added to the already time-consuming process required by cashiers and management, taking them away from other duties. Even with the aid of money counting machines, daily counts and verifications proved time-consuming.

“We needed to be able to more effectively manage these critical tasks for the company,” said Hannah Smith, Director of Front-End Operations.

**“REVOLUTION’S TEAM OF TRAINERS WERE VERY PATIENT AND UNDERSTOOD WHAT WE WERE FACING...REVOLUTION EXCELS AT CUSTOMER SERVICE.”**

Hannah Smith,  
Director of Front-End Operations

## THE SOLUTION

Smith and her team learned about Revolution cash recycler technology from positive reviews from other retailers.

“I was very skeptical when I first heard about [cash recyclers] because I didn’t understand what they did,” Smith said. “It took me a little while to really see the full benefits.”

Before making a final decision, Smith put three different models of cash recyclers in a head-to-head test. And at the finish line, there was one clear choice: the Paragon 4. Smith found Revolution’s performance, intuitive operation, and retail-specific design and support model best fit the company’s needs.

“I was totally on board at that point,” she said. “We could clearly see all the possibilities once we better understood the benefits.”

But then the United States was hit by the COVID-19 pandemic in early 2020. Food City was just beginning to roll out recyclers across several locations, including a new flagship store. Between facing the sudden rise in customer demand and training associates on a new system, Smith admitted the timing was less than ideal.

Thankfully, the Revolution sales and onboarding team assisted with every phase of the process, from installation to training to troubleshooting.

“Revolution’s team of trainers were very patient and understood what we were facing,” Smith said. “That helped solidify the partnership, as they really showcased their customer service abilities. Revolution excels at customer service.”

## THE RESULTS

After fully integrating the cash recyclers, Smith said the biggest change came in labor savings. Counting and verification happened much faster, cutting an hour from daily operations.

With less time spent counting cash, Smith said teams had time for more valuable tasks.

“It helped improve our customer service by freeing up our management teams on the floor, letting them interact with customers instead of verifying money and deposits.”

**1 HOUR** SAVED PER DAY ON  
CASH MANAGEMENT

## CONCLUSION

Revolution cash recycling solutions help food retailers to:



Optimize tills for shifts



Reduce time counting cash



Reduce time spent verifying deposits



Limit cash orders



Increase customer service bandwidth

Smith said part of the success stems from the easy-to-use functionality of the Paragon 4, adding associates and managers got on board right away. Having a straightforward interface and built-in training videos simplified the learning process for both tech-savvy and tech-averse associates, whether learning for the first time or as-needed reminders.

Beyond the value-added performance and warm associate reception, Smith also said the cash recyclers' software-based reporting helped optimize their tills, helping ensure shifts had the precise quantity of cash on hand, reduce overall store cash amounts, and limit cash orders throughout the day.

## ABOUT



Food City's parent company, K-VA-T Food Stores Inc., currently operates 138 retail outlets spanning five states, including Alabama, Georgia, Kentucky, Tennessee, and Virginia.

**Revolution**  
Retail Systems

Revolution Retail Systems is a Texas-based company with years of experience delivering cash management technologies for retail and business. As a leading innovator of cash automation technology, Revolution currently supports some of the world's largest retailers. And with over 13,000 cash recyclers deployed in North America, they are not only transforming the way retailers handle cash but are rapidly growing their business base.