

# DOES CASHLESS PAID COFFEE TASTE BETTER?

OF COURSE NOT! BUT THE CONVENIENCE AND LOW-CONTACT PURCHASE AT THE COFFEE MACHINE MAKE COFFEE ENJOYMENT AN ALL-AROUND SUCCESSFUL EXPERIENCE.



The CCV IM30 in the showroom of Coffema International GmbH.

Christian Voss from coffee service provider Coffema International GmbH also knows this: "For us at Coffema, coffee enjoyment and high-quality equipment belong together. We have been using CCV payment terminals in our range of coffee machines for a long time and also offer CCV network operation as an option. This option rounds off our service for our customers."

The trend from the retail sector toward card payment, which has also been specifically advertised by many large companies, is continuing in vending and holds further advantages, such as the cent-precise billing of products. Whereas previously amounts requiring as few coins as possible were in demand, now even odd amounts are associated with the same payment convenience. Cash flow also improves for the operator. With card payment, the charged values are immediately available on the account.

In addition to convenience and service, international usability also determines the choice of payment provider. "Coffema is not only active in Germany, but also equips customers in Be-NeLux, Switzerland, Poland and even Dubai – so it must also be possible for the payment terminal to process other currencies and languages. In my training courses for Coffema sales, this function has special significance," explains Torben Dankers, Sales Lead Vending at CCV.

CCV and Coffema are taking the next steps in their partnership: Coffee vending machines with the new CCV IM30 terminal can already be seen and tested in the Coffema showroom, and have also been installed at the first customers. With its large touchscreen and Android operating system, the CCV IM30 is one of the most modern self-service payment modules on the market. For Christian Voss, this is a great motivation: "Customer approach at the vending machine was and is a big topic in

vending. With the CCV IM30, offers or other service options can be placed very easily. In addition, implementation on the basis of an app is completed in just a few steps. For us as a service-oriented company, this is an advantage that we want to pass on to our customers."

### Micro Markets build the bridge between canteen and vending machine offer

A trend is reaching us from the USA and Asia, which current figures now also show in Germany: The so-called Micro Markets. These small markets offer a specific, rather small range of goods and do not need any staff at all, from the selection of goods to the checkout. Particularly in the catering sector, this trend has taken on a new significance in times of Corona. Many companies have switched to Home Office and there are no longer enough customers on site to maintain the canteens. Catering purely via vending machines would, on the other hand, be too one-sided for comprehensive catering. "We are currently

testing special micro market checkout apps on our self-service terminal IM30. These checkout systems must be self-explanatory and able to map very many checkout transactions. For example, scanning options should also be available, which the payment terminal supports with an integrated camera. On the card acceptance side, closed-loop cards play a role alongside the usual payment methods, i.e. company-owned cards that can be filled with credit," says Torben Dankers, explaining the micro market concept from a payment perspective.

### Self-service supermarkets are becoming increasingly popular

The slightly larger equivalent in scope and offering to Micro Markets is currently establishing itself in Germany's retail landscape: 24/7 supermarkets that function completely autonomously are enriching cities and hotspots such as train stations. The start-up LateBird has created a modern and highly innovative concept with a fully equipped supermarket container that is already being used at selected locations.

For the precisely measured space of 36 square meters, sophisticated cooling and storage systems were created with the help of vending machines to optimally store the up to 10,000 items in stock.



The supermarket container with self-checkout CCV terminal including age verification.

The customer can either already make his product selection via an app and simply pick it up on site or also select it directly in the container.

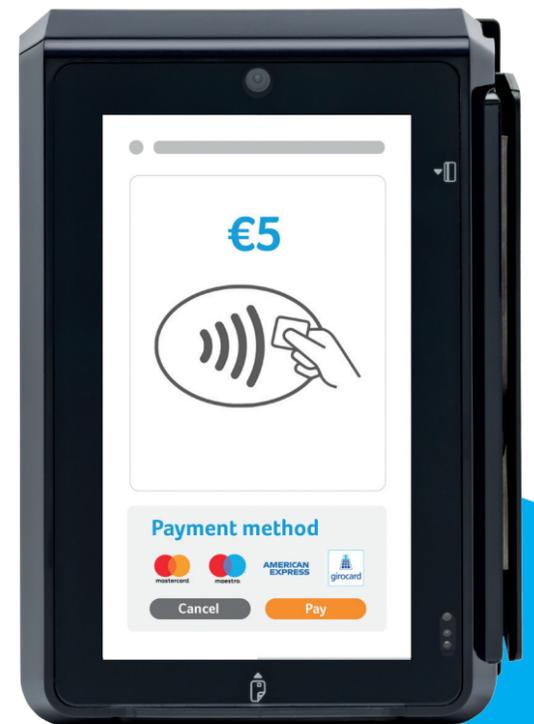
All touchpoints, both online and offline, were carefully planned to create an optimal, autonomous shopping experience. The final payment process plays a special role at this point.

The functionality of the CCV OPP-C60 payment system with PIN entry option, remote contactless reader and hybrid card reader meets LateBird's requirements exactly. Age verification can be provided via the card reading process, which is important for LateBird's wide range of products, which also includes tobacco products and alcohol.

The integration of the system could be carried out in a very short time due to the established interfaces and the standardized cut-outs of the OPP components.

"LateBird's success will be based on close and trusting cooperation with strategic partners. In the area of payment terminals, we have found with and at CCV the support and assistance that a young company needs to be able to offer its own customers a reliable overall solution. We are very happy to have CCV on board as our strategic partner," says Alexander Burkhardt, business manager of LateBird.

The cooperation is also optimized and efficient due to the CCV network operation as part of the complete portfolio, so that LateBird can manage the entire payment area with only one contact.



Cash register apps for micro markets must have a particularly user-friendly GUI.