

Better safe tutorials

█████ noted that █████ safes feature better safe tutorials. "Training on the █████ safes is easier, featuring a more descriptive training outline, and the websites available for training are also excellent," noted █████

Superior online account management

█████ Direct online account management provides █████ a fully integrated customer portal that is designed to manage and streamline **cash handling** data. Real-time cash management and robust reporting tools provide extensive cash management and reporting.

Deleted: cash-handling

Return on Investment

The monthly cost of the █████ smart safe is offset by the savings realized through the reduction of labor spent by management and employees handling and counting cash. "We save between 2 to 3 hours per day, which ultimately adds up to an amount that more than pays for the monthly cost of the safe," Heckett said. █████ chose not to reduce the hourly labor saved so that managers can lead their teams to focus time on taking better care of their customers and operations. The time saved also allows restaurant management to focus on better managing the restaurant instead of managing the cash handling process.

Commented [LM5]: (Sorry for the messy comment. Ignore the blank one below this.) Depending on how comfortable you are messing with his quote, it should either be "between two and three" or "from two to three"

Commented [LM6R5]:

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Commented [LM7]: This is a positive stated as a negative, I think? Yay █████ for not reducing employee hours? Maybe this can be restated.

Commented [LM8]: The whole sentence is weird. I think the point is that the time saved is reinvested in/reallocated to customer service and operations.

Commented [LM9]: This could be stronger. Something like "As retailers recognize the benefits of smart safe solutions..., the popularity of smart safes will continue to grow." Also, single and multiple? Individual and multiple? Individual or multiple? And/or?

I don't know the particulars about the use of "smart safe solutions" vs "smart safes" or "solutions such as █████

Commented [LM10]: I don't like "will continue to be" but I'm not sure converting it to present tense is much better. This is hard!

Commented [LM11]: Either fix the next two bullets to be sub-bullets, or make it one big long bullet "A need to increase profitability by reducing..."

Commented [LM12]: I think you're trying to make the point that █████ has created the successful strategic partnership with this company, and it's a good model to follow for success for everyone, or something. A nice restatement of the intro sentence. Considering that this particular client was ALL about the customer service, in contrast to competitors, I think that should be a part of the Conclusion as well. Yes, the customer service is directly related to cost reduction, but the customer satisfaction with service is one of the more intangible factors that will increase business.

Conclusion

As retailers use smart safe solutions to mitigate risk, reduce costs, and streamline their cash handling at single and multiple locations, the increased utilization of smart safe solutions will continue to grow. The factors that drive increased usage will continue to be:

- **A need to mitigate risks associated with robbery and injury**
- **A need for increased profitability by:**
- **Reducing costs associated with inefficient cash handling processes**
- **Reducing costs associated with cash shrinkage**

While these factors drive smart safe usage, a strategic partnership of retail businesses and cash handling companies such as █████ US will determine the level of success achieved. The successful outcome will depend on clear cost reductions, risk mitigation, and a need for increasing profitability.