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PAYMENT SOLUTIONS SPECIAL

Excellence in customer service

Listening to the customer is key for SuzoHapp

As far as the payment sector goes, SuzoHapp is a jack of all trades. It is continually adding new products to its cash-handling business. It is the definition of a technology driven company and always focuses on ensuring that its solutions bring excellent value.

"One of our latest solutions is the ICX Active-9. This is from our Scan Coin brand that can sort up to nine different coins or tokens at an amazing rate of up to 2,700 per minute. Through years of research, development, testing and industry trials, the ICX Active-9 is engineered to be the best at delivering what any coin sorter should – excellent security, flexibility and reliability at a competitive price," said Matt Luckhurst (pictured), SuzoHapp's sales director for the UK and Ireland.

Cash handling represents a major part of SuzoHapp's business, as such, its vision has always been to be a leader in this field.

"To this effect, we continually invest in our research and development to strengthen our product portfolio. In recent years, we have also expanded our expertise by acquisition, such as change machines and electronic validators from Comestero and coin and banknote counters and sorters from Scan Coin. It is our aim to cover all cash handling needs. We see this as a great benefit, as it saves time and money being able to source so many varied products from one company," said Luckhurst.

He said it is vital to listen to the customer to make sure it is providing exactly the service they are looking for.

"The most important thing is that we anticipate changes in the market and provide the solutions to relate to these. It is then up to our customer to choose the right products. Naturally, we advise our customers on the technology available from us. Cashless is growing, without a doubt, but the focus has to be on choice; the more options a customer has to pay (cash and cashless) the greater the likelihood that he or she will choose then to play on the gaming or amusement machine," he explained.

The company is aware that cashless is naturally simple and quick to use and that it can save costs, as operators no longer need to integrate cash handling components into their machines.

"However, we see the possibility of a cashless society relating more to personal preference. There will always be people who prefer to use cash. The amusement business is based on cash – just look at the number of 2p machines at resort amusement centres. How would this business survive if they were all cashless? We know how the industry lobbied the chancellor of the exchequer to maintain the 2p coin in circulation. Cash is king in the amusement business," he said.

