From Regional Vender to National Retailer

Elevating efficiency, engagement, and service with the USAT platform

The Situation

For many vending operators, expanding their reach to new regions and markets is hindered by their technology platform's inability to scale efficiently to manage wide-sweeping operations. Such was the case for Accent Food Services, a Texas-based refreshment services provider offering vending, micro market, and coffee services to its customers.

In order to grow its footprint in the market while still upholding the same standards for quality and service the company prided itself on, Accent realized it needed a technology platform designed specifically with unattended retail in mind—capable of providing the data, insight, and customer experience necessary for expansion.

The Challenges

To best meet the rising demands of its growing operation, Accent looked for a technology platform that addressed its top pain points:

Many Systems. Many Vendors. Many Problems.

Seamless operation is key to scalable success. Yet, Accent had a number of different software systems in place, each run by a different vendor and none of which integrated seamlessly together into a clear view of their operation. Accent recognized that to scale, they needed a single technology system that streamlined the data collection and management process into one, complete view.
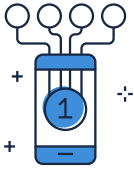
Optimized Efficiency, at Scale.

For unattended operators, data is the lifeblood of a successful operation. Accent had a disjointed view of its data across its machines, which led to inefficient route scheduling and servicing that wasted valuable time and resources. In selecting a technology platform, Accent looked to increase efficiency across its existing network of machines as well as across new venues it added.

Exceptional Experiences, Every Time.

In addition, Accent had to keep in mind customer expectations and preferences for vending transactions. Overall, Accent recognized a shifting preference for cashless payments, so they desired a platform able to handle their need to go 100% cashless—ranging from credit / debit cards to digital payments. At the same time, they were looking for deeper insights into customers' buying habits by location so they could better stock machines with the most popular items.

The Solution

Accent chose USA Technologies' Seed Cloud as the single platform to support the needs of their growing operation.

One Platform

Seed Cloud acts as the single platform Accent needs to run its entire operation—from machine-level insight to optimized route scheduling to cashless transactions. By eliminating the need for multiple vendors, Seed Cloud simplified the operational burden of managing myriad vending machines, micro markets, and office coffee locations.

As a result of incorporating USAT's platform, Accent was not only able to more efficiently manage its existing network of machines to reduce operational costs, but was also able to more seamlessly onboard new machines. Today, Accent is three times the size it was four years ago, and has expanded its operations across 10 states.

Hybrid Routes

USAT allows Accent to build hybrid routes to more efficiently service machines. While in the past, Accent would set three different routes to serve vending, coffee / pantry, and micro markets, now they can send a single truck to complete the same task. This has increased efficiency and empowered Accent to more effectively manage their workforce, resulting in big bottom line savings. After introducing Seed Cloud, Accent reduced their routes by 40%—all while simultaneously increasing the quality of service and merchandising each machine receives.

Cashless Convenience

With Seed Cloud, Accent received both the operational efficiency they required and the cashless payment functionality that customers desired. Today, Accent is on a path to deploy cashless devices across 100% of its vending locations, with hopes of increasing ROI for the company.

Since going cashless, Accent has realized increased sales ranging from 9% to 25%. This is due in no small part to customers' inclination to spend more when they aren't focused on the literal dollars being removed from their pockets. Since adopting this technology and having the ability to merchandise machines with items most commonly purchased, Accent has experienced higher average sales per machine and greater average spending per transaction.

Visit **www.usatech.com** to discover how Seed Cloud can bring operational efficiency to your business.

The Results

Since adopting Seed Cloud, Accent Food Services was better able to expand its national footprint:

Increased company size **3X over a four year period** since adding Seed Cloud.

Expanded from a regional company to a national footprint **with presence in 10 states.**

Reduced routes by 40% after the introduction of Seed Cloud.

Realized **9-25% increase in sales** after installing cashless.

"

"We're no longer just a vending machine company; we're a retailer… [Seed Cloud] is why we've been able to triple the size of our company over the last four years and expand from a regional company to a truly national footprint in 10 states."

—Josh Rosenberg,
President/CEO of Accent Food Services

---

cantaloupe

100 Deerfield Lane, Suite 300, Malvern, PA 19355 | 800.633.0340 | sales@usatech.com

www.usatech.com