Group C Maximizes Profitability and Growth

Group C scales dramatically by implementing the cost-effective, intuitive Yoke platform.

The Situation

Group C, the largest independent vending company in the tri-state area of New York, New Jersey and Connecticut, was looking to add micro markets to their already stacked portfolio of traditional vending and coffee services. Group C had recently contracted a large corporate client that was to include five buildings and over 48,000 employees across New York City. Their client needed them to create a micro market program not only for their large breakrooms, but also demanded Group C provide the market experience on every floor of their buildings, which house anywhere from 75-300 employees.

In order to deliver on this request and remove the unneeded friction of managing multiple systems, Group C required a technology partner that could easily integrate into their current Vending Management System (VMS), Cantaloupe's Seed Platform. Enter Yoke, an award-winning, innovative self-checkout software solution that provides a smart way for vending operators to maximize their potential for growth, expansion and increased profit margins.

Key Challenges

High implementation costs limit location counts.

A common concern amongst new and existing market operators are the perceived high costs of equipment and ongoing technology fees compared to traditional vending machines. The major issue preventing scalability into the micro market vertical is that most market solutions are not priced for locations under 300 employees. This has previously limited installs to locations that generate enough revenue per month to warrant investing tens of thousands of dollars on a market build out. Group C was presented with a massive opportunity to expand their market footprint but needed to find a kiosk solution provider with the right economics that would allow them to scale into this untapped, smaller market environment.

The limitations of the physical space.

When creating a micro market program to go after smaller environments, the physical space is always a concern. Operators need to maximize shelf space to fully capitalize on the potential revenue opportunity. Giving away valuable merchandising space to house a large kiosk directly decreases the number of products available in the market and negatively impacts revenue. In each of these satellite breakroom locations, Group C designed spaces for coolers and snack cabinets, but still couldn't figure out where they were going to put the kiosk.

Unreliability connectivity standards.

Network connectivity is a must-have at each vending and micro market location. This, however, can present significant hurdles when depending on the location's capabilities, such as hardwiring into the network, spotty Wi-Fi connections and strong firewalls. Relying on the on-site "IT guy" is a guaranteed way to increase frustration and market downtime. Group C was not willing to put their reputation and the success of their operation in anybody else's hands.

The Solution

To capitalize on this large opportunity of many smaller locations, Group C partnered with Cantaloupe to provide a micro market solution that met their clients' needs while staying on budget. Cantaloupe's Yoke POS terminal and Yoke Pay mobile application are priced at a point that allowed Group C to scale rapidly, all while still providing a top-notch system and dedicated support. Cantaloupe's flat-rate monthly pricing significantly shortened Group C's ROI, further speeding up scalability and profitability.

Yoke POS is a compact payment terminal with versatile mounting options and an award-winning self-checkout mobile application. These allow operators to capitalize on every inch of available space while meeting their customers' needs. By mounting each Yoke POS to the side of the snack cabinet, Group C is able to use the entire shelf space for merchandising products, significantly increasing their revenue per square inch in smaller footprint locations.

Using the latest Apple iPads with a built-in SIM card providing instant cellular connectivity, Cantaloupe has significantly simplified the connection process. For Group C, having the ability to connect to their cellular network provider at every market location was a complete game-changer. Once connected, these micro markets were integrated with Cantaloup's Seed Platform, unlocking exclusive insights immediately. Yoke POS is a truly plug & play solution that comes out of the box connected to the internet, saving considerable time, unwanted setup headaches and unnecessary conversations with the IT department.

The Results

Instant scalability achieved.

Group C was able to open over 150 micro markets with another 350 planned by the end of the next year.

Now this is a clutch integration.

By integrating with Seed, Group C created new operational efficiencies that drove revenue and customer satisfaction.

Small space? No problem.

With Yoke's small footprint, the size of the micro market never gets in the way of revenue potential.

Traditional vending's maintenance costs reduced.

With micro market shelving and efficient terminals, service and maintenance costs dropped considerably.

200%
increase in revenue over traditional vending.

$4-6
increase in average ticket with new product mix.
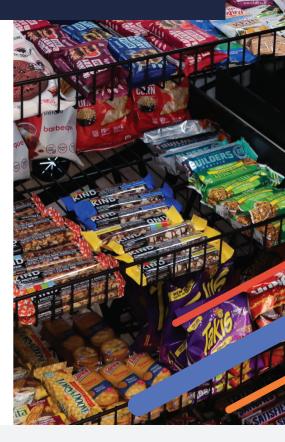
0%
commision paid out.

> ### Cost-Effective Future
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> "For every one micro market with other solutions, we can have ten Yoke markets because it is just that cost-effective. The entire vision of the Yoke Platform and it's Yoke Pay mobile app is bar none."
>
> **—Mike Cascione Jr.**
> Partner at Group C

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