

bofrost* boosts the security of the payment process with Banksys mobile payment terminal



« The Banksys C-ZAM/SMASH GSM mobile payment terminal offers our customers more convenience, while giving us 100% certainty of payment. It also means that our sales reps can work in greater safety and our accounts receivable management is simpler. »

Wim Van Hoof, Department Head,
Human Resources & Administration, bofrost*

Company profile

bofrost* is a German company with 39 years of experience in delivering frozen food directly to customers' homes using refrigerated trucks. bofrost* currently has more than 9,450 employees operating in 12 European countries.

The company's head office for the Benelux is in Wijgmaal, near Leuven (Belgium). bofrost* has seven depots in Flanders, one in Wallonia and Luxembourg, as well as four in the Netherlands. 2006 will see a second depot opening in Wallonia. Each depot covers between 20 and 35 sales territories, each with its own permanent salesman/driver.

Direct sales of frozen products rose by a significant 10% between 2004 and 2005. bofrost* leads the Belgian market in this segment.

➤ The Challenge

- To provide sales people with more security on their rounds
- To reduce costs for unpaid accounts management and collection
- To give customers greater paying convenience

The success that bofrost* has had in the direct sales of frozen goods can be attributed mainly to the freshness, high quality and wide diversity of its products. Consumers select from a catalogue containing over 260 items that are delivered by refrigerated truck directly to their homes, at regular, agreed times by their permanent sales person.

«There were also drawbacks to our growing turnover,» says Wim Van Hoof, Department Head, Human Resources & Administration at bofrost*. «Our reps were coming back from their rounds in the evening with ever-greater amounts of cash. They could only hand the money over when they loaded their refrigerated trucks with new products in the depot the next day and this caused increasing security issues.»



And sometimes customers couldn't buy all the products they wanted because they had too little cash on them. The bofrost* customer card – a sort of direct debit arrangement where the customer authorised bofrost* to debit the amount on their bill from their account – was only a partial solution. Trouble was, the customer card didn't provide any certainty that sufficient funds were in the customer's bank account. This meant charges for unpaid accounts and debt collection administration.

➤ The solution

The Banksys C-ZAM/SMASH GSM mobile payment terminal

«We started giving our reps Banksys C-ZAM/SMASH GSM mobile payment terminals in September 2004. That way, customers could use their Bancontact/Mister Cash debit card to pay from home,» recounts Wim Van Hoof. «The device, which grants authorisation for the transaction via a mobile phone connection, is very convenient for our reps and customers alike. The salesman identifies himself with a code and the customer is given a printed receipt.»

bofrost* encouraged the reps to use the terminal by offering a bonus. The Bancontact/Mister Cash logo is also printed on the "product specials" card that customers receive every 17 days.

Interest in paying electronically was virtually immediate. By the beginning of 2006, around 40% of bofrost* customers were paying this way – and the percentage is still rising.

➤ Business benefits

- Greater security for the sales rep
- 100% certainty of payment
- Increase in the average sale value per customer
- Lower costs for unpaid accounts and debt collection management
- Fewer errors with payments

Shoppers in Belgium are familiar with paying electronically in shops, petrol stations, etc. In Wim Van Hoof's opinion, the Banksys mobile payment terminal has appreciably increased customer convenience. «They no longer have to worry about having enough cash in the house when the truck comes along,» he says. «And the result has been a measurable increase in the average sale value per visit.»

Mr Van Hoof believes that the cost of the Banksys solution has been well worth it. «People forget all too easily that handling cash generates significant costs, particularly for transport and security. And the use of the bofrost* customer card involves paying a debt-collection agency. It would be ideal if all payments were electronic: having 100% certainty of payment would make monitoring our unpaids a lot simpler! And our salesmen/drivers could balance their books a lot quicker at the end of the day, too!»

Wim Van Hoof is also happy with the commercial attitude taken at Banksys. «With the sharp rise in the number of electronic payments, our mobile phone costs were beginning to increase,» he recalls. «Banksys showed their flexibility by fine-tuning the telecom solution according to our needs. They will also be introducing a new type of mobile terminal soon, with greater functionality.»

Configuration

- Banksys C-ZAM/SMASH GSM mobile payment terminal: for electronic payments everywhere in Belgium
- C-ZAM/SMASH charging stations in depot

