

How **U-Select-It** got an edge on the competition by building PayRange mobile payment functionality into their vending machines

INTRODUCTION

A couple of years ago, most vending operators were reporting around 15% of transactions as cashless. Today, many operators believe cashless sales are between 50% and 70% or even higher. There's every reason to think that the trend towards more cashless transactions will continue and USI had an eye towards the future when thinking about their new line of machines.

As leaders in the vending industry, USI had already heard about PayRange from vending operators. In particular, one major vending operator who was using several hundred PayRange BluKey devices on his fleet raved about how PayRange offered his customers the ultimate frictionless buying experience. During the control board redesign process for their new line, USI leadership had a well-timed meeting with PayRange Founder and CEO Paresh Patel.

ABOUT U-SELECT-IT (USI)

USI is based in Des Moines, IA and is the manufacturer for a full line of quality vending machines for the dispensing of snacks, fresh and frozen food, canned and bottled drinks, coffee and other retail products. Family owned and operated, USI has served the vending industry for more than 85 years.

Using PayRange, USI operators have been able to start capturing sales from consumers who don't carry cash and lifts sales by increasing spending from consumers who have money preloaded in their PayRange account. In addition, PayRange's flexible, targeted marketing has enabled operators to build customer loyalty and increase repeat purchases.



THE NEXT GENERATION OF VENDING MACHINES

U-Select-It (USI) released the Evoke Snack 5 ambient glass-front merchandiser in 2017, part of its next generation line of merchandisers. With the Evoke series, USI introduced its new control board, FLEX, which features PayRange built into the control board, making the Evoke series the first in the market to offer built-in PayRange integration.



Jim Chico

President, Global Sales of USI

"Both operators and end consumers understand the value of PayRange right away. I believe the demand for PayRange integration within vending equipment will continue to be strong going forward."

Vending operators who purchase Evoke Snack machines are able to take advantage of PayRange consumer marketing capabilities and mobile payment options without incurring the cost of or taking the extra steps of ordering and installing a PayRange device. Vending operators maximize their investment and future-proof their business when purchasing an Evoke series machine with out-of-the-box PayRange integration.

THE TECHNICAL SIDE OF PAYRANGE INTEGRATION

USI decided to utilize an open architecture approach for its new control board and because the decision to integrate PayRange was made during the control board redesign process, it only further streamlined the integration process from an engineering point of view.

"Through FLEX's open architecture platform, we have the ability to integrate value-add applications directly on the board as opposed to having a hodge-podge of wires behind the machine doors," adds Scott Hudis, Director, Electrical Engineering at USI. Integrating PayRange into the FLEX control board is a perfect example of how FLEX integration offers a feature of real value to both vending operators and end-consumers.



BluKey OEM Module

COMPETITIVE DIFFERENTIATION

USI Evoke merchandisers improve the level of engagement and overall purchasing experience for end consumers through its intuitive 10.1" touchscreen and enhanced visual merchandising. For operators, Evoke drives revenue and operational efficiencies through its shopping cart mode by allowing consumers to purchase up to three items in a single transaction, as well as through its intuitive service mode. Integrating PayRange directly in the FLEX control board was in line with the Evoke Series' goal of offering the best experience for both operators and end consumers.

"Although we're vending machine manufacturers, we're not just vending anymore," says Jim Chico, about how he sees the industry as a whole. "We are in the convenience services industry." Building machines with a control board integrated with PayRange capabilities means USI is bringing convenience not only to end consumers, but also to vending operators worldwide. Both consumers and operators benefit as more machines are PayRange enabled.

When the Evoke Snack line launched, feedback on the PayRange integration was immediate. "We had people coming into our booth at NAMA and saying, 'You mean I don't have to buy the BluKey? That's amazing,'" Jim Chico says. Vending operators appreciated this new, even easier way of adding PayRange to their business, while end consumers benefit from the increased likelihood that vending machines will accept PayRange.

"Having PayRange built-in is a major feature set in our FLEX control board," says Jim Chico. "To our customer, it's another method for them to get sales. For the end consumer, it's one more barrier to adding cash to the machine that has now been knocked down."

