

CASE STUDY

Crystal Flash is **up**

Crystal Flash is a convenience store chain that operates stores throughout the state of Indiana. Crystal Flash, in business for over 65 years, is currently undergoing an expansion program with plans to open three to five stores per year.

The brand is everything.

In 2003, unplanned ATM downtime was a challenge for Crystal Flash. They were concerned about the impact of ATM downtime on their brand, particularly with five new stores opening by year end.

After a careful assessment of Crystal Flash needs, ATM USA recommended:

- Upgrading Crystal Flash's ATM systems to ADA compliant, Triple DES protected systems.
- Providing access to the Uptime Service Console to allow for self-analysis of critical data and performance indicators.
- 24/7/365 connection to Uptime Technical Support.
- ATM care training and assistance in Uptime maintenance.
- 48-hour on-site visit status and more.

Implementation has resulted in greater ATM Uptime across the entire Crystal Flash Convenience Store network. That has supported the entire brand. With up to five new stores a year, things are really looking up.

What the COO had to say.

Jeff Somers, vice president of operations and COO of Crystal Flash Holdings, LLC, has this to say about ATM USA:

"When we need a new ATM machine, service, or training, we make one call, ATM USA. We've partnered with ATM USA for the past several years due to their excellent customer service, state of the art equipment, and quick response time."

Our partnership is everything.

Crystal Flash is a proud retail partner of ATM USA. Both look forward to a growing relationship in the years to come.

Challenge: Crystal Flash had an aggressive growth plan of three to five new convenience stores a year. However, Crystal Flash was experiencing unacceptable levels of unplanned ATM downtime at various existing locations. Service calls would go unattended for as long as 96 hours. ATM training of new store owners was inadequate and adding to poor ATM availability.

Solution: ATM USA provided Crystal Flash with precision-crafted ATMs, uptime assistance, 24/7 technical support, 24-hour on-site response times as well as ATM-care training for store owners and ATM Uptime Processing Services.



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Jeff Somers
Vice President of Operations, COO
Crystal Flash Holdings, LLC