

## CASE STUDY

# Han-Dee Hugo's is **up**↑

Fifteen years ago when a growing Han-Dee Hugo's convenience store chain needed to provide ATM service to their customer base, they turned to ATM USA to get them up and running. ATM USA equipped the stores with the machines, technology and security of loading and managing cash as well as the financial oversight of keeping up with the bottom line.

Unlike grocery stores, customers at convenience stores cannot get cash back from the register. With increased availability of cash-back services, the ATM business within convenience stores became an important and expected service for the stores to provide. With the help of ATM USA, Han-Dee Hugo's is now meeting that expectation and providing ATM service in all of its stores.

### Evolving needs, same great service

As Han-Dee Hugo's chain expanded, the company became large enough to operate its successful ATM business in-house. The relationship with ATM USA simply evolved to match Han-Dee Hugo's changing needs. The company once again turned to ATM USA—with its Uptime Guarantee—to help:

- Troubleshoot in-house technology problems
- Repair machines
- Support the ATM team

### Proven relationship

Today, the partnership between Han-Dee Hugo's and ATM USA remains strong. From ATM USA's initial installation of ATM service throughout the convenience store chain to its evolving role as the go-to ATM expert, Han-Dee Hugo's has turned to ATM USA every step of the way.

It's this longstanding relationship that has enabled the ATM arm of Han-Dee Hugo's business to grow and prosper.

*"Han-Dee Hugo's has certainly benefited from the expertise and reliability that ATM USA has provided our chain as we have grown our ATM business. Without their partnership of more than a decade, we wouldn't have the peace of mind that our ATM business would be operating this well for this long."*

*- Haddon Clark III, Vice President of Sampson Bladen Oil Company/Han-Dee Hugo's*

**Challenge:** A growing convenience store chain wanted to provide a new and important service to customers—in-store ATM machines. Having no prior ATM industry knowledge, they needed start-to-finish ATM expertise and a turnkey solution.

**Solution:** They turned to ATM USA to provide the machines, and when they ultimately grew large enough to move the ATM management in-house, Han-Dee Hugo's remained partners with ATM USA to continue to utilize their expertise.

