

Bettavend

CASE STUDY



VMC



“It was evident right from the off that the whole VMC team were actively engaged in making the rollout in our fleet work.”

”

Ben West, Managing Director

BETTAVEND

A SMOOTH TRANSITION TO 4G-READY VENDING PAYMENTS

A well-established independent vending business serving the south coast of England, Bettavend have been supplying their clients with vending solutions for over 30 years. Supplying offices, factories and catering outlets with a range of fully serviced and self-serve hot drinks machines, tabletop espresso, confectionery, cold drinks and food vendors.

THE CHALLENGE

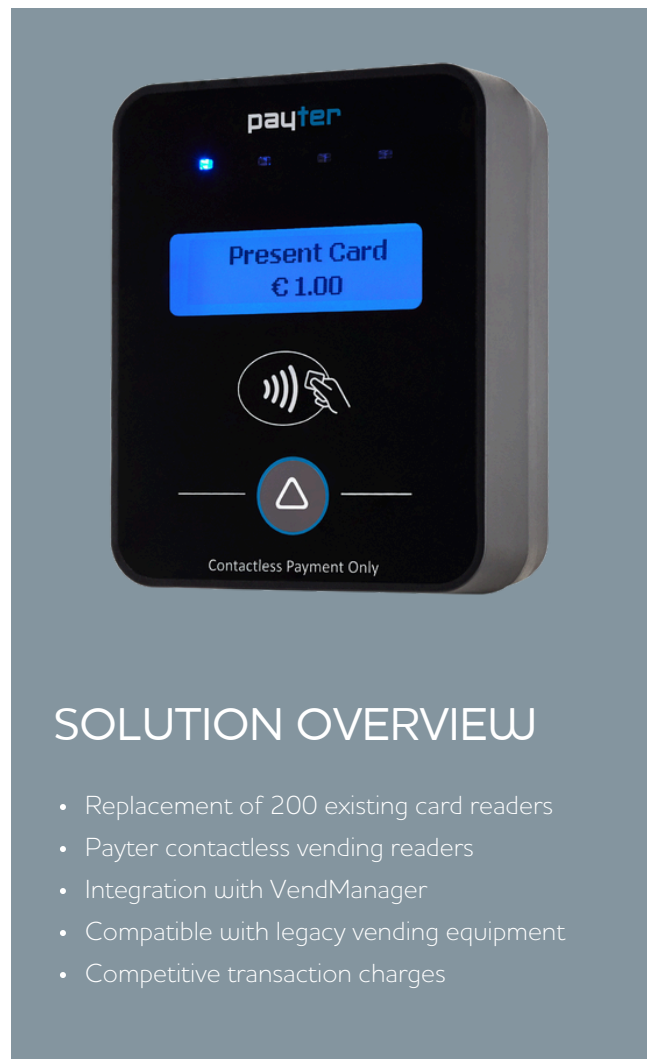
The gradual 3G switch off across the UK had started to create problems across their fleet of vending equipment, causing elongated transaction times and an increase in payment failures due to loss of connectivity. It became clear a more robust solution was needed that would transition them to 4G and be compatible with the variety of vending equipment across their many client locations.

THE VMC SOLUTION

The Payter reader was the perfect choice for this project as it can be easily installed on a wide variety of machines with minimal modifications. These contactless readers are 4G ready and have instantly improved connectivity and transaction speeds on the Bettavend units.

The addition of VendManager software was also straightforward thanks to the integration between VMC and SB Software already being in place. This ensured that Bettavend had an active and stable connection from day one of the rollout.

Cost was also an important factor for Bettavend, and by providing financial projections over 5 years we were able to highlight that our contactless payment transaction charges are some of the lowest on the market.



SOLUTION OVERVIEW

- Replacement of 200 existing card readers
- Payter contactless vending readers
- Integration with VendManager
- Compatible with legacy vending equipment
- Competitive transaction charges

CLIENT FEEDBACK

“Our experience of doing business with VMC has been excellent, thank you to Chris, Jill and the whole team for proving that VMC were the right solution to choose.”

Ben West, Managing Director

