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# Wide variety is the key

Suzo-Happ recognises the Covid cashless boost but also notes that operators require many payment options

**“WHILE the pandemic has rightfully made customers more wary of touching surfaces and face-to-face handoff transactions, we have not reached the point of completely eradicating cash from the industry.”**

Those are the words of Suzo-Happ’s Sim Bielak on the subject of the future of cash in the industry. “Gaming has a long history with a wide variety of atmospheres and clientele. For many, making bets with tangible cash and notes provides a feeling of nostalgia that is exceedingly desired during times like these with so much uncertainty and change.

“Of course, both customers and operators are more interested in seeing a myriad of payment options in facilities to allow people to choose how to minimise the spread of the virus and allow for social distancing.

“Whether this be with mobile or contactless payments at each machine or through kiosks, we will likely see more payment option variety in any location where a transaction takes place. The extent to which people want to take precautionary measures is a personal and individual decision so providing options to do so will keep customers happy.”

He added that although cash is not completely gone, the pandemic has assuredly prompted a more accelerated shift toward digital payments than we likely would have seen without it. “Although cash and paper tickets have been shown to have a lower likelihood of transmission than plastic credit cards with smooth surfaces, the perception of cash has changed.

“As many have stated, one of the most crucial requirements of rebuilding the economy is making customers feel safe in their day-to-day interactions so perception holds a lot of power in this situation - therefore it makes sense that we’ve seen more cashless payment options emerge.

“We have been in the business of evaluating cash solutions for many years. One of the biggest issues with cash are the human interactions with it in the forms of inaccuracies, confrontation, or theft. In times like these, no one can afford to allow for those inadequacies any more.

What we have always strived to offer is solutions to automate whatever method of payment an operator chooses to offer its customers.

“Whether that be in bill validators, coin hoppers or full-service kiosks, we believe in having a comprehensive offering of solutions that give customers their choices in a controlled and automated way to minimise the issues that go along with handling cash. While cash is still a very prominent payment method, automating cash handling with the right tools for your situation can make everyone safer.”

