



80% Queue time reduction for 4,000+ Employees

UK's leading luxury car manufacture transformed their small busy coffee shop to a cashless coffee shop operating model. Reducing queue times by 80% at peak times, that's an average of 15 minutes down to just 3!



The Ask

Improve efficiency without increasing labour. Increase revenue within the same space with reduce queue times.



The Challenge

Increasing output, without additional labour. Retrofitting new technology into a small coffee shop space.



The Solution

Replace the tills with 3 self service kiosks. Re-deploy saved labour to production. Add an additional coffee machine to cope with demand.



The Outcome

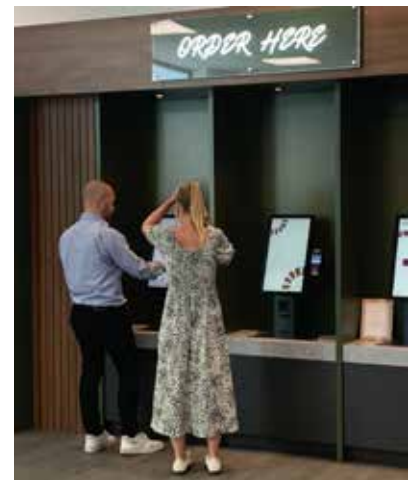
- 11% Increase in net sales
- 14% Spike in hot drink sales
- 17% Increase in cake sales
- 60% Surge in transactions

OUR SUCCESS

The Coffee Shop operating model implements three self-serve kiosks, two kitchen management screens and the Time2Eat app for loyalty and rewards. This model alongside some structural enhancements, changes in operations and an additional coffee machine successfully managed large volumes of customers with increased orders at peak times. Ordering errors were reduced, long snaking queues eliminated and service standards audit scores increased. Because the model redeploys staff to production, more barista training was conducted and staff had more free time for customer service.

CONSIDERATIONS

- Structural changes, to better handle the influx of customers using the kiosks. A redesigned coffee bar made it easier for staff to operate at pace and having a well placed collection point for the customers go to.
- Connectivity, The data cabling infrastructure was updated to enhance data transfer speeds and reliability.
- Marketing, Customers choose with their eyes, having strong bakery images and triggered bakery upsell prompts enabled on top selling coffees increased bakery revenue by 17%.
- Customer engagement, On launch day, surprise and delight customers with a free bakery item with purchase. Use In app loyalty and rewards collected via kiosk purchases to build a strong loyal customer base.



193%

Return of investment over five years (equipment lifespan)
Projections based on average net sales, no tariff and sales volume changes, investment payback period is 1 year, 8 Months.