COSTA COFFEE

COFFEE GOES DIGITAL

Presenting coffee orders via app, direct to the store

SERVICES
- End User/Workplace
- Technology Sourcing
- IT Strategy & Advisory Services
- Transformation Services
- Mobility Transformation

TECHNOLOGY
- Flytech K775 Kitchen Display Screens
- Star printers and retail-specific peripherals and cables

USER EXPERIENCE
- Enhanced agility and mobility
- Maximises efficiency
- Improved access to information

BUSINESS IMPACT
- Accelerates innovation
- Boosts business agility
- Strengthens competitive advantage
- Enriches customer experience
- Improves productivity
- Reduces costs
- Supports digitalisation

OBJECTIVE

Costa Coffee were looking to "go digital" in over 400 stores by deploying in-store Kitchen Display Screens (KDS) to enable the launch of coffee orders via the Costa Coffee app. The objective was to deploy the appropriate technology, primarily to enhance customer engagement and to enrich the customer experience, but at the same time, to enable Costa Coffee to maintain their leading-edge technology stance, and also to provide a boost to sales. The solution also needed to be cost-effective.

SOLUTION

Computacenter were engaged by the Costa Coffee project team to review the KDS market and provide alternatives that would deliver the desired capability, whilst also remaining cost-effective. This was achieved by a demonstration of a range of KDS alternatives, from different vendors, each working in sync with an appropriately-tailored app. The solution chosen was the Flytech K775 KDS, which were specially modified to Costa Coffee's specification to enable swift interlock with their in-store systems.

OUTCOME

Mobile ordering is now available at over 500 Costa Coffee stores nationwide – a hundred more stores than originally targeted. Using the Costa Coffee app, customers are now able to place and pay for an order at a nearby Costa Coffee store, direct from their phone or tablet, and then collect the order in-store – this thanks to the app link into the Costa Coffee e-commerce system, which then re-directs orders to the new kitchen display screens.

In delivering this new and cost-effective system, Costa Coffee has successfully achieved its customer-related objectives, whilst also bringing about a marked increase in sales.

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**Peter Harvey,
Senior IT Programme Manager,
Costa Coffee**

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Being able to reach our customers and enable them to engage with us in new ways is essential to our future relationship with them. Delivering this personalised, technical solution, gives our customers what they want.

**Peter Harvey,
Senior IT Programme Manager,
Costa Coffee**

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OBJECTIVE

Enhancing customer engagement, keeping abreast of technology and boosting business

Costa Coffee's overriding business objective is to be the world's number one coffee shop brand, and they want to achieve this with a personal touch. A perfect fit with this vision was to enable customers to pre-order from the Costa Coffee app, with their order ready and waiting for them when they arrive in the store.

As Peter Harvey, Senior IT Programme Manager at Costa says: "Every customer is an individual and all have their own needs and desires when they shop with us. It is therefore essential that we consider their requirements and deliver on them."

To bring the pre-order vision to life, Costa Coffee required appropriate Kitchen Display Screens (KDS') to be deployed in over 400 stores. The orders from the Costa Coffee app would be routed through to the KDS', to fit with a pre-determined service time for the customer.

The objective, therefore, was to deploy the appropriate technology to deliver the desired capability, and to ensure that the new solution also delivered at an acceptable cost and contributed to increased sales.

SOLUTION

Innovation in the store

In the sphere of Kitchen Display Screens (KDS) and associated technology, Costa Coffee already had some market experience, but they were yet to find a cost-effective solution. To ensure they implemented the right solution, with the right capability, at the right cost, Costa Coffee turned to Computacenter. The brief was to understand the requirement, to review the market, and to advise on realistic, but cost-effective alternatives.

As Peter Harvey explains: "There were so many elements to consider when choosing the right KDS for our technological and operational requirements, that we needed a partner who understood our needs, what the various potential solutions might be, but who could also offer industry insight to support us in making the right decision."

Computacenter's response was to invite Costa Coffee to their Customer Experience Center at Hatfield, where a well-received bake off-themed presentation was delivered by Computacenter Workplace Specialists. This was effectively a demonstration, using the kind of technology that Costa Coffee were looking to harness, providing them with a practical market overview of their options within a suitably representative environment.

To assist in this demonstration, Computacenter partnered with Scala to create a tailored version of Costa's coffee-ordering app (which was still under development) and then run it on digital signage. Output was displayed on multiple devices, including KDS products manufactured by Box, Elo, iiyama, and Zebra.

To demonstrate the taking of orders, Computacenter also used multi-functional hand-held devices manufactured by Box, Honeywell, Poindus and Zebra – i.e. to represent the iPhones and tablets of Costa Coffee's customers. The demonstration was a success, as it enabled Costa Coffee to select Box's Flytech K775 Kitchen Display Screens as the KDS devices which best-suited their requirements in terms of capability.

As Peter Harvey says: "Being able to review the various solutions in a single environment, with our internal business customer, was essential in getting to the right decision quickly."

In terms of cost, Computacenter leveraged their trusted partnership with Box to hit the required price. The Box Flytech devices were then configured to order: future-proofed, with built-in connectivity ports that allow a swift install to the in-store Costa Coffee POS devices and WAN, decreasing the risk of long, drawn-out, future deployments.

Operationally, the KDS sits on the counter facing the barista. When customer app orders come through, they are immediately displayed on the KDS along with a 7-minute countdown. The order changes colour as it counts down, thereby enabling the barista to time the delivery of the drink to coincide with the customer arriving in-store.

Finally, Computacenter effectively built a KDS bundle for Costa Coffee, including peripherals such as Star printers, space poles, and cabling. This now allows Costa Coffee procurement to purchase an approved "in a box" solution for all future stores that the bundle is deployed to.

OUTCOME

Enriching the customer experience with personal and digital service excellence

During a 12-month project, Computacenter delivered 500 Kitchen Display Screens to 500 Costa Coffee stores, and customers are now able to use their Costa Coffee app to place and pay for an order in these stores. Typically, this will be from their phone, tablet or Android device, meaning that – so long as they have access to a 3G, 4G, or Wi-Fi connection – they don't have to be physically in-store when they place the order; they then just stroll up at an appointed time and their order is ready and waiting for them.

As one happy customer said: "The order by app service was seamless. I was very quickly served my drink." Another customer agreed: "I always pre order. My drinks are always ready when I arrive." Meanwhile, a third happy customer articulated an additional benefit: "Ordered coffee through the app – quick, easy and stress free – queue jump too!"

The outcome for Costa Coffee, is that their app now interlocks smoothly with their e-commerce platform and new Kitchen Display Screens, thus enabling the mobile ordering that they desired, and it does so across 100 more stores than they had originally targeted.

Costa Coffee are delighted with the results. As Peter Harvey explains: "Being able to reach our customers and enable them to engage with us in new ways and to enhance their experience is essential to our future relationship with them. Delivering this personalised, technical solution alongside our fabulous Baristas, gives our customers what they want."

In choosing the Flytech K775 kitchen display screens, the cost of ownership is as low as possible. This is because these rugged devices have no moving parts, and failure rates are therefore exceptionally low. The new system has also achieved one of its other goals, by bringing about a marked increase in Costa Coffee sales.

The end-result of this collaboration with Computacenter to deploy leading-edge store technology, means that Costa Coffee has further enriched customer store experience, maintaining their place as the nation's favourite coffee shop.

MORE INFORMATION

To find out more about our enterprise services and read more customer case studies, log on to **www.computacenter.com**

ABOUT COSTA COFFEE

Costa Coffee is the second-largest coffeehouse chain in the world, the largest in the UK, and is headquartered in Dunstable, Bedfordshire. The company was founded in London in 1971 by the Costa family as a wholesale operation supplying roasted coffee to caterers and specialist Italian coffee shops.

Acquired by Whitbread in 1995, Costa Coffee has grown to 3,401 stores across 31 countries, employing over 18,000 people. The business has 2,121 UK restaurants, over 6,000 Costa Express vending facilities, and a further 1,280 outlets overseas.

In January 2019, the business was acquired by The Coca-Cola Company, thus giving the giant American holding company a strong coffee platform across parts of Europe, Asia Pacific, the Middle East, and Africa.