



# Tailoring a Coffee Offer to Customers & Type of Service

## Case Study: Loughborough University

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University catering and hospitality is a diverse operation. Not only does the organisation have several very different customers (think students, staff, parents, visitors, conference delegates), there are also a wide variety of outlets requiring food and drink, from catered halls to the library, or from on-campus retail outlets to department refreshment areas.

When Loughborough University came up for tender they saw an opportunity to revitalise their coffee offering across campus. As one of the Top 10 Universities in the UK, this was no mean feat, but an awareness and understanding of coffee trends along with the right coffee partners meant that the university were in a good position to make it a success.

### Identifying how customers consume coffee on campus

Before the university's revamp, there was one coffee brand across the whole university and Head of Catering, Gagan Kapoor, feels that this was not reflective of how customers drink coffee. "We looked at the whole campus and identified there were different clusters of customers with varying needs, so it was vital that we had coffee brands that represented each of them."

One of the most important aspects was the high-volume coffee offering. Gagan says "In our dining halls we serve 2500 people every day. We needed coffee that could be served very quickly but still be great quality". Loughborough University also have a lot of staff (some departments are 200-300 people strong) and hold busy Open Days where over 20,000 people attend over one weekend, so it's easy to see why coffee volume was high on their agenda. Because of this, Gagan had very clear requirements; they needed quick operating machines, consistently high-quality coffee, and maintenance support.

## Presenting a coffee offer to meet customer demand

Gagan says “Tchibo is an established brand that we had worked with previously, who had the ability to provide great quality coffee in high volumes”. As a result, Loughborough University invited Tchibo Coffee Service to tender for the coffee business.



“Our students and customers know good quality coffee, so our standards are high” notes Gagan. Tchibo Coffee Service were able to recommend a variety of blends and brands to suit the differing needs of their coffee outlets. As a Fairtrade accredited university, the Vista Extenso range was a good match for their student dining halls and staff departments through bean-to-cup machines. Vista is a 100% Fairtrade and organic, so this was in keeping with the university’s sustainability ethos.

The coffee machines were also a huge factor to be reviewed during the tender process. In the high-volume outlets such as the dining hall, speed is just as important as the taste, so push button bean-to-cup machines were recommended alongside a bulk filter coffee option. It was appealing to Gagan that Tchibo could deliver the volume at the right price.

“Tchibo were able to provide professional advice on boosting our coffee sales and engaging with our customers, so it was the best match for our requirements.”

- Gagan Kapoor, Head of Catering

Tchibo Coffee Service are renowned for their customer support and detailed how they planned to ensure a smooth transition from current suppliers, the sales and marketing support on offer, as well as the fantastic service and maintenance teams the university would have access to. Gagan says “Tchibo were also able to provide professional advice on boosting our coffee sales and engaging with our customers, so it was the best match for our requirements”.

Following a successful tender process, Tchibo Coffee Service were selected to provide the whole bean coffee offering for the dining halls, several retail outlets and staff refreshment areas.

## Measuring success

Fast forward 18 months and the university's coffee business is going from strength to strength. "Well I'm spending more on coffee as the volume sold has increased - that must be a good sign!" says Gagan.

In fact, Loughborough University saw a 13% increase in coffee sales for the first full calendar year, a figure we expect will continue to grow with the ongoing relationship between Tchibo Coffee Service and the university.

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- Gagan Kapoor, Head of Catering

Feedback from students and staff has also been very positive. "The students are happy and drinking a lot more hot drinks from our outlets on campus. They absolutely love the hot chocolate!" says Gagan. "The same is true for our staff. They all appreciate it's better coffee than they used to get before".

And what about the service? The maintenance record for callouts is currently tracking at around half the time of the SLA for the most urgent issues (actual response time of 3.9 hours and closure 5.5 hours), something that is not lost on Gagan "The service and maintenance KPIs have improved dramatically over the last year. We have a great relationship with our Engineers, as well as our Key Account and National Account Managers, which is so important."



It's key that tailoring your coffee offer to your varying customers and type of service can pay off with the right suppliers. To find out more about how Tchibo Coffee Service can support the coffee and hot drink offer in your university or college, please call us on **01372 541 178**.