

Profiles of Success



Customer Case Study: ITCB

A national quick serve chain was facing a dilemma. Customers were requesting freshly brewed beverages the chain wasn't fully equipped to have on its menu. Read how BUNN helped solve this issue by providing a profitable solution which was pleasing to operators and customers alike.

The Client Issue:

The chain had carved out a large customer base and enjoyed success in the traffic dayparts of lunch and dinner (at the time it did not have a breakfast program). It was selling a high volume of fresh brewed iced tea, yet questions regarding the availability of fresh brewed coffee were becoming increasingly frequent from patrons. After analyzing costs, the chain felt that purchasing of full line of coffee brewing equipment was not in its best interest financially so it came to BUNN seeking solutions.

Proposed Solution:

BUNN had also been studying the market for similar quick service restaurants and was already working on innovations to provide such a solution. When conducting an annual meeting with the chain, the topic of fresh brewed coffee was brought up, and BUNN was ready and suggested the ITCB – a single machine designed to brew and dispense both tea and coffee from one footprint.

Solution Evaluation:

Since the chain is fully franchised, BUNN presented the company's Franchisee Beverage Committee with a proposal of placing the ITCB in selected locations for a six month trial period. During the test time frame, representatives from both BUNN and the Beverage Committee closely monitored operator and customer reactions in the various locations.

Upon conclusion of testing, BUNN returned to the committee and presented its findings. Operators and customers alike reported high levels of satisfaction. Operators appreciated the ease of use and ability to produce both coffee and tea in a single footprint while customers enjoyed the option of having either fresh brewed tea or coffee with their meals.

Final Results:

The results of the test period were so overwhelmingly positive, the Beverage Committee granted immediate permission for all franchisees to purchase the ITCB for chain-wide use. Within the first year after permission was granted, over 22,000 ITCB units and nearly 60,000 servers had been purchased and placed in the chain's locations nationwide.

To find out how BUNN can provide solutions to your beverage dispensing equipment needs, visit www.bunn.com or to speak directly with someone about questions or inquiries contact your local sales representative or call 800-637-8606.

