

Profiles of Success



Customer Case Study: Managed Service

A national quick serve chain was looking to break into a new daypart and time was of the essence. Read how BUNN helped them test, analyze and get up and running quickly by providing a profitable solution which spurred a double digit boost in sales.

The Client Issue:

The chain was exploring a new venture into the breakfast daypart and knew it would need quality coffee to enjoy any type of success in the segment and reached out to BUNN to help them prepare for the move. Since the chain was rolling out the new program in every location across the country, a large quantity of the machine picked would have to be assembled and installed in a short amount of time.

Proposed Solution:

After being approached by the chain, BUNN then studied the market and provided multiple coffee brewing equipment options as solutions. After reviewing the proposed options, the chain selected two pieces they believed might fill their needs most efficiently. Testing on those two models was then conducted at the chain's headquarters and selected locations throughout the country as to which model would work best.

Solution Evaluation:

Upon the conclusion of testing, the chain decided their coffee offerings would be best served from a single cup brewer and chose the My Café AP unit. Once the model was chosen, the chain informed BUNN it would have four months to assemble, install and have the equipment running in each of their nearly 6,000 stores nationwide to meet the breakfast launch date.

BUNN Managed Service then went into action. The equipment was manufactured at BUNN headquarters and then work orders were placed and the scheduling of technicians for installations nationwide was arranged. A challenge of the installation was that service technicians had to be coordinated to perform their work during non-peak business hours. The service team from BUNN completed all of the 6,000 installations prior to the selected date and the chain's program was launched on time.

Final Results:

The results of the launch were surprisingly positive to the chain as nationwide sales increased by 10% in the months following the rollout. The equipment performed so admirably that selected locations where higher volume of sales was experienced additional My Café AP units were installed to accommodate both the walk-up and drive through customers at the same time.

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.