The Coffee Club:
Brewing a Better Experience

Café Competition

In the land down under, coffee is a major part of the local and regional culture.

In fact, it's estimated three quarters of Australians enjoy at least one cup of coffee each day. In New Zealand, statistics show coffee is the most regularly consumed beverage among Kiwis, topping soda, tea, and beer.

This affinity for a good cup of joe is evidenced by the growth of The Coffee Club (TCC), Australia's largest home-grown café group which boasts 285 stores in Australia, 60 in New Zealand, and 60 in Thailand. TCC continues to stand its ground in a very competitive coffee market, providing personalized interactions with customers and a variety of food and coffee options.

THE COFFEE CLUB (MINOR DKL)

- 285 stores in Australia
- 60 in New Zealand
- 450 globally
- Customer feedback helps TCC stand its ground in a uniquely competitive coffee market

TCC battles it out in this cutthroat coffee landscape against big-chain coffee as well as local hipster coffee shops, which tend to be more popular in Australia and New Zealand than chain brands.

This strong coffee culture informs almost every aspect of TCC's business—and harvesting reliable customer feedback is paramount to its success.

Percolating Improvement in Data Analysis

TCC's problem was this: its customer feedback data was coming from so many sources that it made it hard to respond to and act on feedback in a timely manner.

To strengthen both the employee and customer experience, TCC partnered with InMoment to gather data from different sources, analyse it, and create a locally relevant customer experience.

The Coffee Club + InMoment

It's a match made in coffee heaven.

Using InMoment's Active Listening™, an AI-powered feedback bot, TCC can collect richer customer data by actually tailoring survey questions to respondents on the fly.

With Resolve™, InMoment's case management feature, TCC is able to respond to individual customers while identifying the root cause of issues. As a result, TCC identifies at least 30 at-risk customers each month, and resolves issues two to three days faster than before.

BENEFITS OF PARTNERING WITH INMOMENT

- Gather disparate data
- Active Listening helps TCC tailor survey questions to individual customers
- Resolve helps TCC address root causes of issues
- At least 30 at-risk customers identified each month; issues resolved 2-3 days faster

The Ends Justify the Beans

Before InMoment, TCC had difficulty effectively acting on data about menu feedback because it was coming from multiple stores. Now, when TCC gathers customer data it is able to make locally relevant menu updates. Customer feedback is also used to bring back favorite dishes and remove less popular menu items. With InMoment data, TCC increased its Net Promoter Score (NPS) by 20 points in a week.

With a single platform for customer data, TCC also can identify common customer pain points across various locations. For example, in an effort to protect the environment, TCC implemented the use of eco-friendly paper straws at select locations. However, customers

complained that the paper quickly became soggy and ruined the taste of TCC's renowned coffee. The company was able to act quickly on this feedback, opting for a paper straw from another supplier.

innovative means to capture and analyse experience data from customers, team members, and competitors. The Coffee Club brews a better experience by turning insight into action.

CRUSHING THE COMPETITION BY CONNECTING

- Using InMoment customer data, TCC upped NPS by 20 points and increased sales.
- Richer data allows TCC to act on trends in customer attitude about specific processes, like the types of straws it uses

The Answer to "Where Will I Meet You?"

The Coffee Club's goal is to become one of the most customer-connected brands in the world, aiming to be the first place people think of meeting their friends for a quick catch-up and a cup of joe. CX has been embraced by the entire organisation. The brand is using

SUMMARY

- With InMoment, TCC had increased end-to-end visibility of complaints for all regions, allowing for franchisees to effectively reach out to dissatisfied customers and resolve issues.

- Identified 30 at-risk customers each month, ultimately reducing churn.

- Issues resolved 2-3 days faster

- Using InMoment, TCC was able to customise menu updates based on customer preference, upping NPS by 20 points and increasing sales.

To demo a product or to contact us call:

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