



## Case Study #1

### Better Cup of Coffee & Sustainability Focus



#### Client Problem:

Increase their focus on sustainability, improve the quality of the cup of coffee they were offering to employees and finding a single vendor for hot beverages, cold beverages snacks and the other break room items.

#### Situation Analysis:

Royal Cup has made sustainability a top priority over the last couple years and have many offerings both in and out of the office to achieve this goal. Being a top 5 roaster in the US, we are "coffee people!" We know good coffee and have many options available to suit the different palates that exist in an office. We are a customized provider and have just about anything available to meet the program goals of our clients.

#### Proposed Solution:



**Product:** We upgraded their program to incorporate our Cause Coffee Program with Neverthirst by implementing the Virtu bean-to-cup and our single cup ROAR pod program, UV water filtration, soda fountains where it made sense, offered a full line of bulk and individually packaged snacks as well as the additional coffee related ancillary products and the Eco-friendly paper line.



**Equipment:** Royal Cup provided brand new equipment throughout many of their offices. Along with providing condiment organizers for the coffee related items, we offered customized snack solutions which included display metro-racking systems and gravity fed dispensers. As with every national account, for added protection, our Leak Prevention Program was installed on all hot and cold beverage equipment.



**Distribution:** All offices under our program have been set up to have a visit from one of our friendly Territory Managers. Our service model is customized per office location and the frequency is determined by the size of the office. Our weekly or bi-weekly visits include taking inventory, cleaning, servicing and maintaining all equipment, filling whole bean and powder bins on the Virtu, replacing bag-in-the-box containers on the soda fountains, filling the Roar coffee merchandisers and condiment organizers, developing relationships within the client contacts and communicating any necessary information back to the Royal Cup team.



**Service:** This particular client was looking for a single source for their entire office beverage and snack experience for their employees. They enjoyed working with Royal Cup and after a handful of collaborative meetings, Royal Cup has able to hit the mark and exceed their expectations on all facets of the program.

## **Solution Rationale:**

Provide a better cup of coffee with an environmentally responsible program. While keeping things simple with one provider for their program that gives a customized program solution with minor tweaks per office to meet their individual needs.

## **Final Results:**

This client requires their associates to work long hours and the associates must remain in the office to get their job done. They very much appreciated the new bean to cup program as well as the beverages and snacks that were now available to them. What a great perk! As mentioned, sustainability was a big focus and it showed through our program. The partners of the firm as well as associates noticed the change and were happy to see that their vendor partner shared in the same environmentally conscious efforts.



## Case Study #2

### Consolidating Vendors & Creating Program Consistency



#### Client Problem:

The client wanted to consolidate their current coffee and beverage program to one vendor in order to maximize their buying power and create some consistencies in product offering and pricing. Each separate office had their own coffee provider which can result in a sea of headaches for any account.

#### Situation Analysis:

During discussions with their project team, it became very clear that our Royal Connection was exactly what they were looking for. Their current coffee was very mediocre. Every office was offering something different and on a different pricing schedule. Royal Cup's Royal Connection was able to provide consistent, quality coffee to all offices across the map.

#### Proposed Solution:



**Product:** At the conclusion of multiple coffee tastings and product demonstrations, each site manager selected the program that worked best for them. We realize every market has its own culture and “gotta haves.” Royal Cup worked diligently to find that taste, touch and feel that fit perfectly in their individual office. They decided on a combo program with some fantastic fresh brew traditional coffees and our Roar pod brew-by-pack system.



**Equipment:** Following a detailed site visit in each office, Royal Cup ordered the necessary equipment that fit the selected program. All equipment was tested prior to install to ensure it worked just right. For added protection, the Aqua Block/Leak Detection device was installed on all beverage equipment water lines. This gives a customer piece of mind and no threat of a catastrophic leak.



**Distribution:** We evaluate each office separately and create a specific delivery program that makes sense. In this case, all the offices were placed on our inventory management program that is handled by our Territory Managers and route personnel on a set schedule of every week/every other week.



**Service:** Due to the size and scope of the large HQ office, we added an additional CCR (Customer Care Rep) to the equation. This allowed us to provide that “white glove” treatment they needed for restocking and cleaning at such a large scale. The field offices were given the choice of inventory management or ordering online/order form. Once again, scalable.

## **Solution Rationale:**

As a result of the taste profile of our coffee and Roar system, it was a no brainer for them to consider RC. After showing them the benefits of the auditing and product tracking as well as the overall savings it was a slam dunk! Finally, it was just fine tuning the details that made it work for them.

## **Final Results:**

The staff and their daily clients love the new coffee and pod system. The quality enhancement was seen in both offerings. In addition, they now have a consistent pricing platform with a consolidated invoice each month. This allows them to monitor and audit the offerings in each office to assure a common price for each product. One price, one contact, one invoice, one killer cup of coffee and one great service. A great success story thanks to Royal Connection.



## Case Study 3:

### Increasing Employee Satisfaction with Quality Coffee



#### Client Problem:

As every company strives to be a “Best Places to Work” company, this client was looking to elevate their beverage program by offering an overall better perk for their employees, an upgraded, fantastic quality cup of coffee, improved customer service and key account management. For our client contact, she was looking for an easy way to get her employees happy again. And what better way to get employees happy again than great coffee!

#### Situation Analysis:

The client was experiencing rapidly declining service, inconsistencies in products, all too frequent equipment failures and just an overall lack of attention from their provider.

#### Proposed Solution:



**Product:** We conducted a traditional drip coffee tasting with a variety of Royal Cup roasted coffee blends. The client chose a couple coffees from our Villa Rey line along with our new Baker’s Dozen Donut blend. They are also offering our On Demand Iced Tea, UV Filtered and Sparkling Water to enjoy an Italian Soda with flavored Torani Syrups!



**Equipment:** Royal Cup provided all brand new equipment from industry leading office beverage manufacturers. We also installed our Leak Prevention Program on all equipment as an added benefit to our program.



**Distribution:** This campus is serviced from one of our friendly Territory Managers who has actually been in the industry for 15+ years. Due to the size of the campus, we offered an additional level of customer service from our Key Account Manager. With visits to the campus bi-weekly, we are able to take pre-inventory, clean, service and maintain equipment, fill cups holders and condiment organizers, build relationships within the client and communicate necessary information and needs back to the Royal Cup team.



**Service:** As always, our local Royal Cup OCS personnel truly operated as a team and teamed up yet again to make sure this customer was serviced properly and promptly.

## **Solution Rationale:**

Royal Cup offers a wide variety of beverages and break room related products to fit every client's pallet. The ability to customize a program and help hit the goals put in place by the client is our sweet spot. Coupling that with our sensational service, that's what makes Royal Cup a leading national Office Beverage Provider.

## **Final Results:**

Well, we have happy employees again! This was the ultimate goal and was achieved very easily. The client was able to elevate the program, provide a bigger and better perk with more offerings to their employees but because she really thought about the program, the company did not increase their program spend....they just spent wiser! The one comment that we never get sick of hearing is, "Your Company really cares about your clients. We are not just a number". Not only did the service improve, the overall program is running so much smoother than it was with the previous vendor and it is allowing the client contact to again, focus on her job, instead of the coffee program.