

Intelligent Coffee Station Solution Generates Data for Brand Promotion

The Costa Coffee* station is a state-of-the-art machine capable of commanding a well-deserved premium for the coffee it brews and improving profitability through optimizing its product mix.



For most businesses, success depends upon knowing customers and providing what they want. In the vending industry, this is easier said than done because customers typically serve themselves from unattended machines, and consequently, vending operators rarely engage them directly. To overcome this hurdle, Costa Coffee*, the UK's market leader and the world's second largest coffee chain, is implementing Anonymous Viewer Analytics (AVA) with the goal of providing their customers with an unprecedented user experience and level of product customization. This solution, called the Costa Express* CEM-200 concession, is a full experience, self-serve café that integrates touchscreens, cashless payment, telemetry, near-field communications and digital signage, among other enhancements.

Strengthen pricing power

Costa Coffee can command a premium for its coffee, compared to other machines, because it conveys a high-quality image and gives customers an exceptionally captivating and informative experience with a technologically-advanced look-and-feel.

Offer customers the right product mix

AVA helps Costa Coffee understand more about who's using the machine and what they're buying. Since different sets of consumers (e.g., age range and gender) prefer certain types of coffee, this information enables Costa Coffee to offer the right selection of coffee at each location. The intelligent coffee station collects anonymous AVA data using the powerful data collection and audience measurement tools provided by the Intel® Audience Impression Metrics Suite (Intel® AIM Suite).

Increase sales per transaction

The easy-to-use, touchscreen-based user interface and cashless payment options make it easier for customers to buy more items, thereby boosting sales. For example, they can complete complex transactions, like multiple item purchases, such that customers can order coffee for all their colleagues with a single transaction.

Improve operating margins

A single Intel® processor-based board handles the machine operation, cashless payment and telemetry, thereby reducing machine cost over earlier designs requiring three separate boards to support all this functionality.

Learn more

To get more details about this solution, download a full length Solution Blueprint at <http://www.intel.com/content/www/us/en/retail/intelligent-coffee-station-solution-blueprint.html>.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: intel.com/retailsolutions.
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