

Case Study Pacific Coffee Company

»Committed to serving up five-star service to Hong Kong coffee lovers and fostering deep customer loyalty, we are constantly looking for ways to improve efficiency and productivity across all branches. With its unique one-stop-shop philosophy, Fujitsu is our trusted IT partner, helping us to build this coffee paradise«

Jonathan Somerville, Chief Operating Officer (Hong Kong & Singapore), Pacific Coffee Company



The customer

Since the opening of its first coffeehouse in 1992, Pacific Coffee Company (PCC) has provided world-class coffee to satisfy Hong Kong's growing demand for specialty coffee beverages. Each branch is also an urban oasis for customers searching for a moment of peace in their hectic daily lives. As the leading coffee chain in Hong Kong, the number of PCC outlets has doubled in the past 6 years in the city, with over 124 outlets now in operation. The Hong Kong homegrown brand has now expanded its operations overseas, opening outlets in the Mainland China, Singapore, Macau, Malaysia and Cyprus.

The challenge

The coffee shop market in Hong Kong is becoming increasingly competitive. Although PCC maintains its leadership position, the brand is constantly looking for ways to improve efficiency and productivity across all branches. Its aim has always been to provide customers with five-star service and to foster deeper loyalty.

Various parts of PCC's ICT infrastructure were either provided by different vendors or handled in-house. As a result, there were multiple owners and points of contact, making IT management inefficient and impacting daily operations.

Within its infrastructure, the POS systems are most critical. Having a fast, efficient POS system is key to keeping customers happy by enabling a fast, speedy service. Its POS system started to approach end of life and could no longer satisfy business requirements, and having encountered various problems with POS terminals from previous vendors, PCC was looking for a solution with stable and standardized performance as well as quality ongoing service support.

At the same time PCC was handling application enhancement in house. However, facing a region wide shortage of IT talent, the company needed a new way to maintain its applications, ensuring they are up to date and able to meet business needs.

Finally, significant manpower resources and paper usage were required both in coffee shops. The in-house design team had to handle menu updates, including design and production across 124 shops in a timely manner. PCC wanted to enhance the effectiveness and efficiency of this process while driving down material cost and paper use.

The customer

Country: Hong Kong SAR
Industry: Food and Beverage
Website: www.pacificcoffee.com



The challenge

Pacific Coffee Company wanted to improve efficiency, productivity and the performance of its existing POS system, which no longer met business requirements. The company needed to maintain its applications and reduce manpower resources and paper usage required in changing the menu.

The solution

Fujitsu supplied a dual screen POS which displays customer loyalty information such as card number, cash balance and points balance for the customers' easy reference. The service also provides on-site maintenance to fit with operation hours and a hotline for quick responses. Digital signage based on client-server architecture was provided as an e-menu.

The benefit

- A great level of convenience and IT support, which permeates through its entire organization from front-end to back-end
- IT expenditure can be managed in accordance to business needs
- Foster customer loyalty
- Streamline the internal human resources required
- Include seasonal and promotional offerings in the e-Menu

The solution

PCC started looking for a vendor who could provide a comprehensive POS solution to replace its existing system.

Having confidence in the brand name and heritage of Fujitsu, PCC selected it to provide a POS system. After taking time to understand the business needs, Fujitsu provided a dual-screen POS which displays customer loyalty information such as card number, cash balance and points balance for customers' easy reference. The information provided on the dual screen enhances the experience for loyalty program customers from the moment they purchase their coffee. Moreover, having a dual screen at the Point-Of-Sale is an effective marketing tool able to display the latest promotions or offers such as birthday treats or seasonal deals.

Fujitsu provides a hotline which PCC can call for assistance and schedule on-site maintenance service to fit around their business hours. This service minimizes disruption to PCC outlets and saves resources by ensuring Fujitsu comes to the POS system for repair or maintenance – not the other way around.

Fujitsu is currently running a digital signage pilot test to serve as an e-Menu in one of the most popular PCC stores in Wanchai. With client-server architecture, each display menu runs in digital signage and is controlled by a thin client. All thin clients are centrally connected to the back-office infrastructure via back-end servers. This central management frees up manpower in the coffee shop, allowing staff to focus on delivering the best customer service. It also serves as an extended promotional platform for seasonal offerings to enhance branding and awareness.

By cooperating closely with PCC, Fujitsu learnt more about the specific business needs of PCC, while PCC gained further trust and confidence in Fujitsu. As a result, Fujitsu is now exploring the possibility to provide managed application services for PCC's application updates, maintenance and enhancement.

"The Fujitsu team listened to our business needs, and tailor-made the application enhancement to our POS systems. A survey being one such development has been well received by customers, and as a result, we are able to learn more about our customer behavior and favorite purchases. We are able to cultivate a coffee experience which best suits the tastes of

Products and services

- Dual-screen Point of Sale (POS) systems
- Digital Signage
- Consultation service, onsite installation service
- Maintenance and technical support

each individual customer with the help of Fujitsu," says Jonathan Somerville, Chief Operating Officer (Hong Kong & Singapore), Pacific Coffee Company.

The benefit

By deploying solutions from Fujitsu, PCC has experienced a great level of convenience and IT support, which permeates through its entire organization. "With the convenience brought about by working with a single IT vendor from front-end to back-end, our staff are able to focus on improving operations to provide the best customer experience. Fujitsu's team has been dedicated to understanding our business right from the start, which translates into world-class solutions that best meet our business needs," says Somerville. PCC can leverage the expertise of the Fujitsu team to ensure that any solutions deployed are the most suitable and cost effective. Moreover, it allows PCC to streamline the internal human resources required. Fujitsu's one-stop-shop philosophy facilitates a deeper understanding and trust in the partnership, making it possible to tailor-make services and solutions specifically for PCC.

Conclusion

"We started our cooperation with Fujitsu at the front line, and since then, we have developed confidence in Fujitsu as our trusted partner. The Fujitsu team is constantly working with us closely to look for ways to improve our IT infrastructure and provides the best solutions to enhance our customers' experience," says Somerville. With the ongoing relationship between the two companies, PCC and Fujitsu are now exploring to develop more new innovative applications to improve PCC's operations.

The POS solutions and applications enhancement can be deployed across all outlets of local and overseas PCC, providing a standardized platform for easy management. By working with one service provider, PCC can adjust its IT infrastructure and strategy in response to market needs more efficiently and effectively.

"We are convinced that with the help of Fujitsu we are able to add an extra touch which helps to perfect our coffee experience. We look forward to working with Fujitsu to blend technological advancement into our stores to foster stronger customer loyalty and nurture the perfect coffee experience in Hong Kong."

Jonathan Somerville, Chief Operating Officer (Hong Kong & Singapore), Pacific Coffee Company

Contact

FUJITSU HONG KONG
Address: 10/F., Lincoln House, 979 King's Road, Taikoo Place
Phone: 852-2827-5780
Fax: 852-2827-4724
E-mail: computersystems@hk.fujitsu.com
Website: www.fujitsu.com/hk
2014-07-23

© 2014 Fujitsu and the Fujitsu logo are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.