



**This leading coffee retailer has transformed the coffee industry—from the grower in the field to the consumer in the retail store, office, or home.**

**The company roasts, and sells high-quality whole bean coffees, espresso beverages, and coffee-related equipment, through its company-operated retail stores, office coffee service, and supermarkets in 35 countries around the world.**



## Case Study: Leading Coffee Retailer

### Business Challenge

A breakdown in equipment reliability system-wide threatened this leading coffee retailers rapid growth and profitability. The company was experiencing higher than average repair and maintenance costs because a significant number of their stores possessed equipment nearing the end of their expected life spans.

To rectify the problem, the company set forth several business objectives, including:

- Shorten repair and maintenance cycle time
- Reduce out of service time for brewers and grinders
- Integrate disparate systems and retire obsolete systems
- Provide management with a view of the entire maintenance and repair process
- Develop real-time analytics for business decision making

### The Solution

To better align customer care priorities with business objectives, the company engaged Hitachi Consulting for its Customer Care Optimization and Automation solutions.

Providing functional and technical assistance, Hitachi Consulting worked alongside the client team to design, develop, and test a new field service application that included functionality for:

- Asset Tracking
- Service Requests
- Dispatch
- Supplier Management
- Reporting
- Inventory Management
- Equipment Management
- Service Analytics

In addition to implementing the new system, the coffee retailer outsourced level one service calls to a third party. Hitachi Consulting worked with the company and their outsourcer to design, implement, and support a seamless end-to-end process for efficient dispatching of all technicians.

## C Case Study: Leading Coffee Retailer

### Business Benefits

As a result of the project, the coffee company improved its ability to deliver great service to their customers. They improved reliability of repair and maintenance services to stores by outsourcing call response, guided by a centralized system, to handle repairs more quickly and easily.

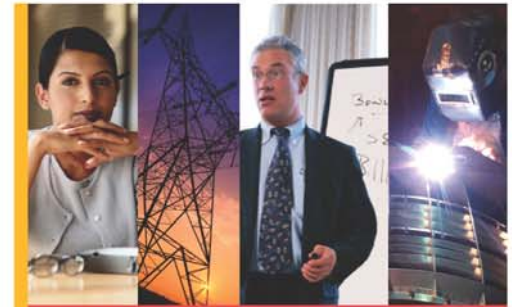
As the client focused more attention on various phases of maintenance, costs decreased and they prolonged equipment life spans, reducing costs even further. Additionally, management gained the insight necessary to assess equipment status and anticipate repair needs, enabling them to make better-informed business decisions more quickly.

Additionally, the company achieved the following business benefits:

- Streamlined scheduling and dispatch functionality
- A centralized system for capturing all store related maintenance costs
- Enhanced and complete asset tracking for more than 300,000 pieces of equipment

Hitachi Consulting assisted this coffee retailer in three areas: customer care strategy, optimization, and automation. These complementary Customer Care solutions helped the client align their customer care priorities with business objectives and improve the customer experience, increasing customer retention and reducing costs.

Hitachi Consulting works with clients to implement practical technology solutions and key business strategies that help manage enterprises, optimize investments, and deliver measurable results.



### About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries.

We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs.

From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com)

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