



# Project Proposal

Café re-opening





## Café - re-opening

With Fairtrade coffee, British meat and child-friendly menu options, our instore cafés are the perfect place for a pit stop.

### Overview

Improved quality of our hot drinks offer (coffee, tea, hot chocolate etc.)

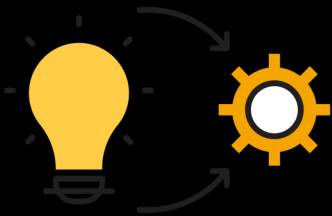
### Goals

Improved customer satisfaction with hot drinks  
Reduced hot drink wastage

### Specifications

- Better at making hot drinks to specification, first time
- Better at getting the drink order right when making hot drinks
- Better at doing the above while also engaging with the customer





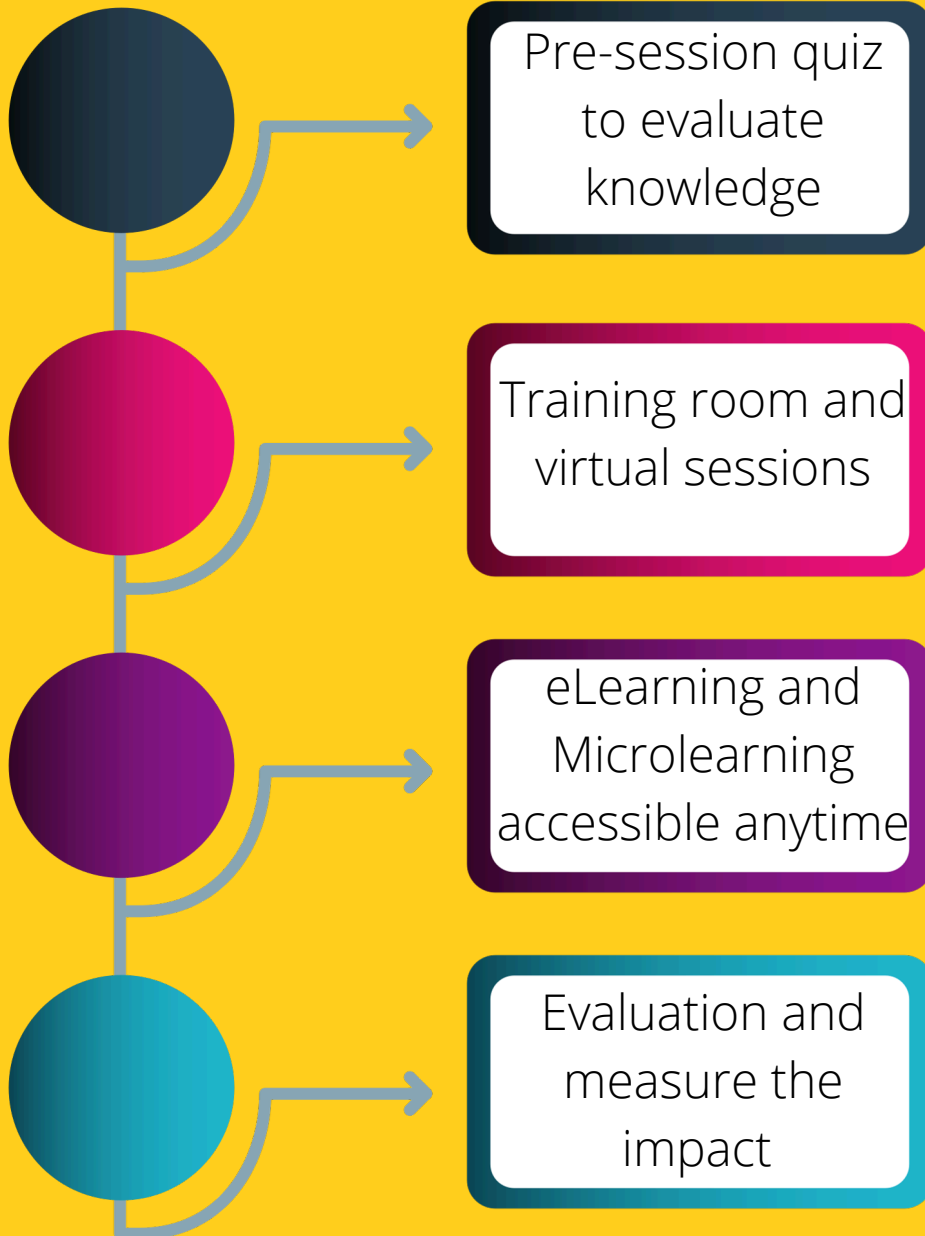




# Resources and experiences



# RESOURCES AND EXPERIENCES





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HANDOUTS | FLYERS | EMAILS

At the very first stage of the project implementation a newsletter should be created to inform all members of staff. All required information to be send out via in-store flyers, intranet and internal emails.

## PRE-SESSION QUIZ TO EVALUATE KNOWLEDGE

Find out as many information about people's knowledge and their skills.

## TRAINING ROOM AND VIRTUAL SESSIONS

Deliver knowledge and skills training via all available channels, e.g. face to face, online, one to one. Offer coaching/ mentoring schemes to attract new staff, and Barista Certification Programs.

## ELEARNING AND ACCESSIBLE ANYTIME

Design, develop and deliver online materials that can be accessed anytime, anywhere and from any device. This includes: eLearning and Microlearning. Possible subjects: historical roots of coffee, factors affecting coffee, milk texturing techniques, machine maintenance, customer service.

## EVALUATION AND MEASURE THE IMPACT

Check the metrics:

Course completion rate

Average scores on quizzes

Time spent on online resources

Employee and Customer NPS score

Sales KPIs

## BENEFITS OF THE PROJECT

- Regular customers
- New Customers
- Coffee Lovers
- Happy Staff
- Additional sales
- Reduced wastage

