



YourPret barista loyalty Scanning

Services Provided



The Project

What was the challenge?

Pret a Manger made a bold decision to introduce the UK's first Coffee Subscription, aimed at boosting sales in the post COVID world. To offer this service they needed the ability to identify individual customers at the point of purchase, which therefore required their existing EPoS system to have the ability to scan. The challenge given to the Celestra team was to identify the instore scanning solution, including the scanner itself, the shop fitting solution and a quickly repeatable installation process, that could all be delivered to all stores in just one

What we did

Pret approached us initially in a consultancy capacity to identify the right scanner hardware solution. They needed the best instore experience and the ability to scan fast and consistently. The solution needed to fit into the existing store architecture and work seamlessly with their EPoS solution. Our partners at Newland provided the right product and importantly were able to supply the required high volume of hardware in an incredibly short timeframe, with failure or delay just not an option. We assemble an experienced team of Celestra Engineers and set about installing to every store. Celestra successfully procured and delivered 2500 scanners to every Pret in the UK in just 4 weeks!

How did Pret benefit?

The solution allows Pret to deliver personalized QR codes to its subscribers, which are able to be scanned on each service location seamlessly with the ordering of coffee and food. The installation ensured that the scanners were placed in a way to take into the full advantage of Pret's counter layout, without the requirement to make any expensive and time-consuming alterations. We also confidently committed to delivering this roll-out in 22 working days. With the subscription initiative needing to go live, time was the critical factor of the project to be successful, we delivered on time!

Why Pret chose Celestra

Our industry knowledge and connections, coupled with our ability to be agile, allowed the Pret team to take a bold industry leading marketing idea and make it a reality. Celestra's proven ability to take our skilled workforce, supported by smart and proven processes, gave them the confidence that if we say we are going to deliver, we will!



In partnership