



# Costa At The Door Solution

## Services Provided



## The Project

### What was the problem

As a result of the ongoing COVID-19 pandemic, the hospitality industry has had to follow government guidelines outlined for them to make sure they can continue to deliver their services. In many circumstances, takeaway services have been allowed to continue and this has led to several initiatives to make sure the brands continue to engage with their consumers and bring a sliver of normality to a challenging situation for many.

In Scotland however, the restrictions changed on 16th of January which affected all Costa Cafes in this nation. Under the guideline's, takeaways (and other food and drink businesses) can only provide food or drink for consumption off premises, but they must either deliver to customers or, where the customer collects, operate on a no entry basis for either pre-order or walk-up service.

These new guidelines affected Costa hugely as their PoS systems are fixed in place within their barista areas usually within the centre if there cafes. This meant they were now unable to take direct orders and only rely on online orders through Click and Collect. As a result, Costa needed a solution so they could continue to fully trade.

### What we did

Initially, within 39 key sites across Scotland, Costa decided to embark on temporarily moving their existing PoS devices to the front of their stores so they could continue to trade directly with loyal customers whilst continuing to follow the guidelines. This was closely followed by another 17 sites due to the success of the first rollout. As the long-serving IT Service Provider for Costa and because we are fluent in their systems and have installed several of their solutions, Celestra was again approached to support with delivering this project.

Within each of these sites, our project management team drew on existing knowledge and resources, allowing us to quickly ascertain how we would retrofit new cabling infrastructure and the downtime required for our engineers to complete the move and reinstall the PoS devices. We also had to make sure anything installed was also safe and secure and could be returned to the normal positions in the future.

As well as this project needing to be completed as quickly as possible the sites also needed to be completed during trading time, so any downtime needed to be reduced to minimise the impact on sales for the day.

### How did Costa benefit?

Ultimately Costa benefitted by being able to continually deliver their services and not having to shut down operations. By going ahead and instructing Celestra to rapidly deploy engineers out to bulk stores to implement this nifty temporary cabling solution. This has meant they can continue to trade bringing in valuable revenue and being, in the short term, during this difficult financial landscape and retrofit after lockdown.

### Why Costa chose Celestra

The ability to be quick off the mark and previous project knowledge was key to the success of this project. Costa had confidence that our dedicated project and field team would deliver an exceptional result. This coupled with the Celestra's ability to manage every service under one roof, with bespoke management systems and expert project teams demonstrating the 5C ethos made Celestra the obvious partner to deliver this solution.

