

# COSTA

## DMB & ODMB Support



### OVERVIEW

Costa Coffee, the largest coffeehouse chain in the UK, operates over 2,400 coffee shops and relies on thousands of IT devices, including POS systems, order display screens, and back-office technology, to support its daily operations. As customer service and quick transaction processing are crucial to Costa's brand, maintaining these systems in optimal condition is critical.

### THE SUPPORT CHALLENGE

Costa's coffee shops face constant demand, especially during peak hours, and any interruption in IT systems can impact sales and customer satisfaction. Managing thousands of devices across locations presents logistical challenges. Costa therefore requires an efficient support service model and the flexibility of a dedicated maintenance team to react, adapt and succeed when inevitable issues arise with their IT infrastructure.

### OUR APPROACH

Celestra's Support Centre has implemented a proactive maintenance support plan, focusing on first-time fixes, operational flexibility, and a commitment to going beyond the expected service requirements.

#### First-Time Fix Focus

Our first-time fix strategy has been instrumental in reducing downtime for Costa Coffee. We ensure that each engineer attending a site is equipped with the right tools and parts for a range of potential issues. By prioritising first-time fixes, we reduce the frequency of repeat visits, keeping Costa's operations running smoothly.

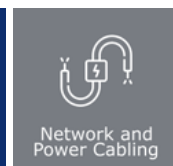
#### Adaptability and Resource Management

Costa's network requires a partner who can respond flexibly to a range of needs, from routine maintenance to urgent repairs. Celestra's engineering teams are strategically placed across the UK and managed by our Support Centre in Milton Keynes, allowing us to quickly attend any site regardless of its location. Our engineers troubleshoot and adapt to complex issues onsite, reducing the time taken for resolution, minimising disruptions and enabling us to meet Costa's high operational standards consistently.

#### Going Above and Beyond

Celestra's engineers are known for their commitment to quality and proactive service. During service calls, they frequently address secondary issues or potential future problems they observe, ensuring Costa's systems remain in top condition. This commitment to proactive support has enabled us to strengthen our partnership with Costa, earning their trust and confidence.

### SERVICES PROVIDED



### THE RESULTS

#### High First-Time Fix Rate

Our approach to resolving issues on the initial visit has increased Costa's device uptime and decreased the likelihood of operational disruptions.

#### Improved Flexibility

Celestra's adaptability to urgent calls and complex issues ensures Costa can rely on us to keep systems operational across 1,400 equity locations.

#### Enhanced Client Relationship

By consistently going the extra mile, Celestra has become more than just a service provider for Costa. Our conscientious approach and dedication to excellence reinforce our partnership, ensuring Costa's IT infrastructure remains resilient and fully functional.

### WE MAKE IT EASY FOR OUR CLIENTS

Celestra's unique strengths in delivering high first-time fix rates, operational flexibility, and a conscientious approach to maintenance support highlight our deep commitment to understanding each client's specific needs, which has made us an invaluable partner, trusted to keep critical systems functioning smoothly and efficiently.

