



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

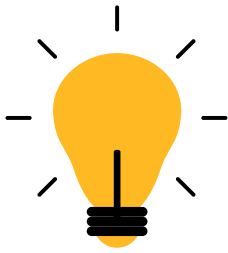
Improved customer satisfaction with hot drinks
Reduced hot drink wastage

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



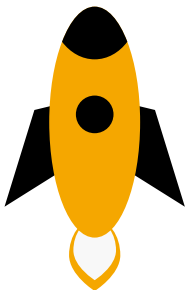
Milestones



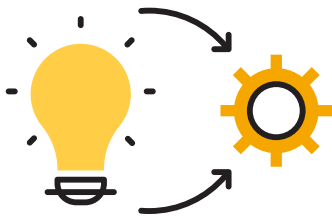
Analysing | Planning



Designing | Prototyping



Developing



Implementing



Evaluating

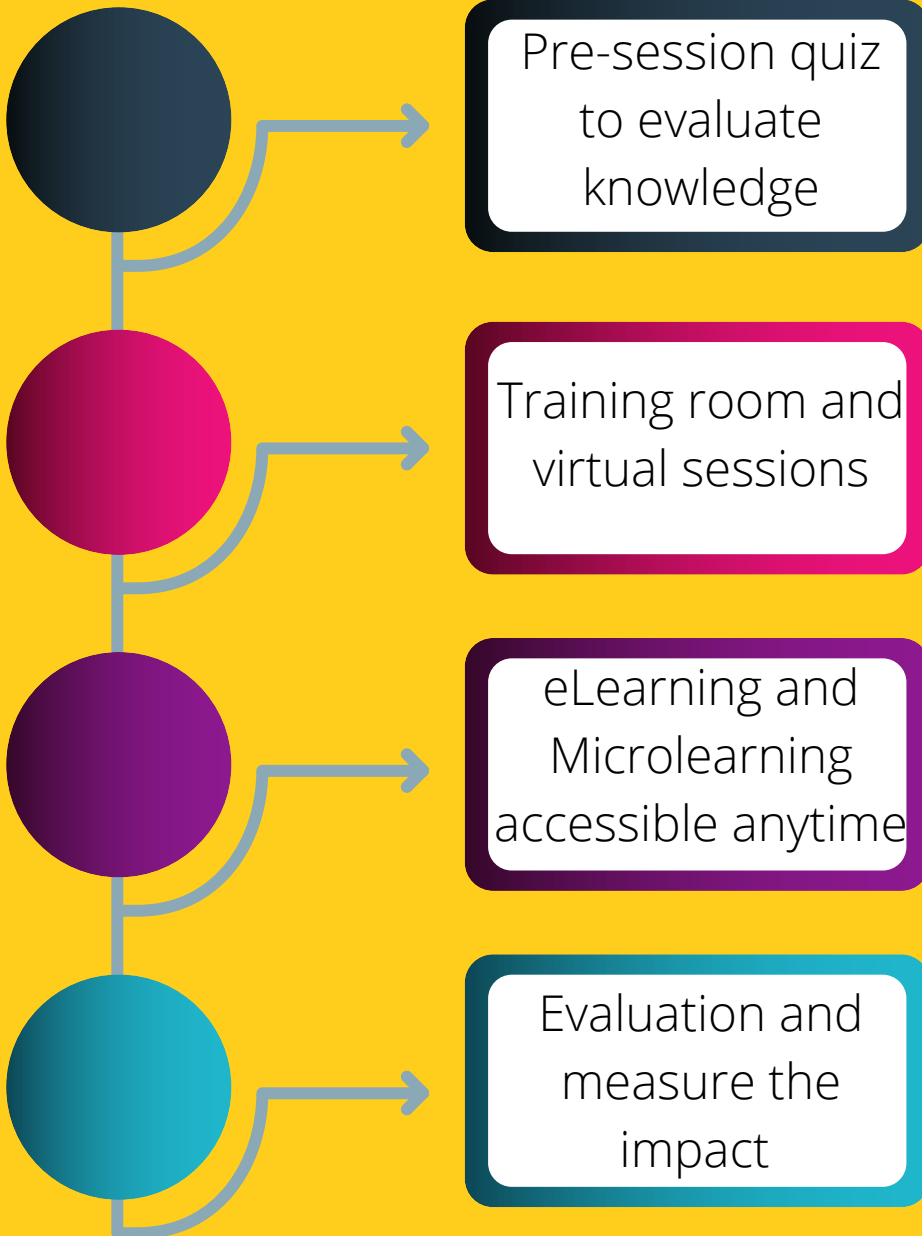




Resources and experiences



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 MICROLEARNING 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

