

Independent Southern Coffee Maker Struggles with Customer Service and Proper Social Marketing Strategies to Increase Sales

Being professionals with character is crucial in our selection of the various SMEs we choose to incorporate into our group on various initiatives. We believe that if we begin every mission with people of integrity, we have a stronger foundation by which to facilitate client success. We take great pride in understanding our clients' needs. We help them to grow both their revenue streams and the reputation of their brand by partnering with us. It is our passion to help others meet their goals while maintaining a sense of integrity in everything we do.



Challenge

A small, independent coffee maker grew their brand for many years by word of mouth and referrals. Sales were steady but keeping good help for customer service was difficult. Long wait times and missed calls cost sales. The coffee maker was short on time and resources and needed to stay focused on its service contracts instead of social marketing. This hindered them from proper marketing discipline and severely limited sales for the company.

Solution

Steps planned and implemented by The Templar Group as part of a customized solution for meeting the Challenge:

- Deployed Our Proprietary B2C Marketing Bundles that include our Loyalty Superstore, Local Thanks, ICE and Social Media strategies.
- Implemented ICE to maximize customer service experience, capitalize on all sales, and leveraged up-sell, cross-sell strategies.
- Instituted Local Thanks & Loyalty Superstore incentives to monetize current and future customer base.
- Offered Incentives to all customers, including cash back rewards in the national mall.
- Deployed Proprietary Social Media tool to penetrate Facebook, Twitter, LinkedIn and Instagram to capitalize on growing customer base.

Results

Coffee Sales are Up & Customers are Ecstatic!

Key benefits to the client as a result of Templar Deployment:

- 70% increase in consistent, social marketing solutions in Facebook, Twitter & Instagram.
- 40% increase in captured sales from inbound Customer service calls.
- 15% increase in sales from up-sell and cross-sell strategies.
- 20% Increase in customer base through Loyalty Superstore & Local Thanks Strategies
- Costs associated with deployment less than the cost of a new employee per month.
- Quantifiable progress reports allowing Coffee Shop to measure progress with data.
- Marked improvement in marketing messaging, market penetration, and sales.