

CASE STUDY

Improving the Customer Experience at High-end Auto Dealerships



Results |

Delivered reliable specialty coffee service for customers, eliminated downtime and service issues

Industry
Auto

As dealers compete to provide the latest in customer care and satisfaction for the potential car buyer of today, auto dealerships are turning to specialty coffee as a standard amenity for their customers.

for a more durable and effortless espresso machine.

Client
Luxury Auto Dealer

A high-end foreign luxury brand on the east coast recently added espresso service to their showroom as part of their remodeling plan to elevate the customer experience.

Solution

The dealer reached out to Tidewater Coffee, a locally owned and operated coffee distributor with years of experience in the coffee industry. Tidewater Coffee recommended Astra's SM-222 Super Automatic Espresso Machine based on the modularity and serviceability of Astra espresso machines. Simple and not over-complicated, the SM-222 makes up to 14 different drinks at the touch of a button so staff and customers can make drinks with equal effort.

Product
Super Automatic Espresso Machine

Challenge

Similar to a good automobile, a good espresso machine needs to be reliable and easily serviced so that it performs optimally. Their previous espresso machine was plagued with service issues and continually broke down. Even though the well-known brand name machine initially seemed to fit their needs, the dealership was searching

The dealer made the investment in Astra and has experienced the benefits and features of a truly modular, reliable espresso machine from Astra.

Benefits
Modular
Easily Serviced
Reliable
One-touch Operation