

How Frankston Mazda delivered superior customer service by improving their coffee experience

Sometimes the smallest change can make all the difference – something Frankston Mazda discovered when they recently upgraded their dealership coffee machine.

As a seller and servicer of one of Australia's favourite cars, the team at Frankston Mazda know all about delivering the best for their customers. With a strong dedication to a personal, supportive service experience, it's no coincidence that the dealership is well-known throughout the region and is an admired brand amongst their peers Australia-wide.

Pride in the Frankston Mazda brand is all encompassing, from the greeting at the dealership door to the final wave when a client leaves the dealership in a new and or newly serviced Mazda. And the team are constantly surveying their clients, current and future, to identify areas for further improvement.

With such a huge focus on customer experience, it's no surprise that acknowledgment of superior service is a constant in regular surveys. Yet there was one area that was letting the business down – BAD COFFEE.

It's a dealership standard that customers are offered a drink while they wait, but their coffee was leaving a bad taste in customers' mouths.

“ It was embarrassing to hear we were giving customers bad-tasting coffee, so we knew we needed to act. ”
Caitlyn Mastrogiuseppe, Administrator

Frankston Mazda were driven to make a coffee change!

The sales and service department leadership were particularly concerned the effect this small but important factor was having on the contentment of their customers. They knew they needed to find a way to:

- Increase the service offering standard
- Improve customer feedback
- Stand out from the competition

With customers front of mind, the Dealership Principal decided if they were going to improve service delivery, they needed to improve their coffee. Administrator Caitlyn Mastrogiuseppe was put in charge of sourcing a new provider; one that would match the Dealership's core values of:

- Delivering value for money
- Reliability
- An enjoyable service experience



In searching the various providers online, she came across the Procaffe website. She was immediately drawn to their experience in serving discerning clients of Victorian businesses, so decided to reach out to test the waters. She wasn't disappointed!

“ *Organising everything was really easy. I spoke to Josh and within one or two days he came to see us to explain how everything would work.* ”

The team were able to sample and test the machine as part of the installation process. This is a key feature of the premium Procaffe service, which is dedicated to ensuring every customer gets coffee that's right for them.

“ *We were able to try different coffee samples initially, and then tailor our order to the ones we liked best.* ”

The process was so simple and enjoyable, the choice to install the Franke A600 was an easy one.

“ *Considering the quality of the machine, the products, and the service you're getting, it's not expensive at all.* ”

The difference a good coffee can make

With Procaffe, the coffee experience Frankston Mazda provide now matches the standards being delivered by the rest of the dealership.

Customer feedback has improved

Customers are now going out of their way to mention how much they're enjoying the coffee. There are no more negative comments in customer surveys – only positive comments on the great taste.

Customers and staff are enjoying more choice

Whereas their last machine limited them to the choice of cappuccino, latte, or hot chocolate, the Franke A600 caters to all tastes with multiple drink options. Chai has been the most popular option for both Frankston Mazda staff and customers.

There's more benefit for no extra effort

As with all new gadgets, some staff were worried about being able to use the new machine at first. But as soon as they tried it themselves, they've been thrilled with the ease of making their own café-quality coffees. It's also easy to clean, so it's always healthy, hygienic and in pristine operating condition.

Procaffe understands the power of value and service

The ongoing relationship with Procaffe has been a great experience for the Frankston Mazda team. Ordering of product refills is made on demand, equipment service is so seamless and timely it's almost invisible, and their customers are coming back and asking for more.

But more importantly, Frankston Mazda now has a coffee provider that matches their expectation of service delivery.

And the Dealer Principle who initiated the change?

“ *He loves it, absolutely loves it. He's Italian, so he loves his espresso. He has multiple a day - he's a lot happier now.* ”

Want to drive happiness for your customers and staff?

Talk to Procaffe today about upgrading your coffee experience.



Procaffe combine passion and tradition in our pursuit of coffee excellence. As a leading supplier of coffee machines, coffee beans and coffee-related products, our mission is to bring luxurious, affordable coffee solutions to both large and small businesses alike.