



**FRANKE**

# CASE STUDY

**About** Scooter's Coffee, best known for its fast drive-thru, specialty coffee, and baked-from-scratch pastries, is a drive-thru coffee house that started its first location in Bellevue, Nebraska in 1998. Over two decades later, the brand has over 800 locations. Scooter's Coffee's success is simple: stay committed to the original business principles and company's four core values, which are Integrity, Love, Humility and Courage. The Scooter's Coffee Brand Promise, often recited to franchisees, customers and employees is: "Amazing People, Amazing Drinks...Amazingly Fast!" It represents the company's business origins from 1998 and reflects a steady commitment to providing an unforgettable experience to loyal and new customers.

**Key Initiative** Scooter's Coffee is at the dawn of a strategic growth phase in the Midwest and nationwide. The U.S. coffee market is an estimated \$48 billion a year recession-resistant industry, and Scooter's Coffee is striving to become the #1 drive-thru coffee franchise in the nation. Their keys to success: find a great location and stay committed to high-quality drinks, speed of service, and a BIG smile.

**Challenges** With rapid growth comes the need for consistency & reliability as Scooter's Coffee continues to expand through franchised locations. A key focus is delivering **consistent** high-quality drinks, **consistent** speed of service and a **consistent** BIG smile – to keep true to their values and core competency.



**Solution** One way to accomplish this was to evaluate Scooter's Coffee current store setup and equipment. What Scooter's Coffee found is that by replacing the existing traditional espresso machine with a 2-step espresso machine, they could control beverage quality throughout each location and produce more drinks quicker (the smaller footprint of a 2-step versus a traditional machine allowed for 2-3 machines versus one). Scooter's Coffee made it a priority to secure equipment to make it easy for each location to create high-quality drinks fast and selected Franke Coffee Systems S700 2-step machine.

**Business Impact** Scooter's Coffee continues to grow rapidly while it strives to provide the best customer drive-thru interaction in the world while elevating franchisee success through best-in-class franchise support systems. **Speed, consistency and an amazing customer experience** is at the heart of Scooter's Coffee sales growth and the S700 helps to deliver just that:

#### **Consistent high-quality beverages = good customer experience**

- Compared to a traditional espresso machine, the S700 2-step machine automatically grinds whole beans fresh for each drink and is calibrated to deliver a consistent espresso shot every time. The automatic steam wand controls steam & aeration which produces a creamy, frothy milk foam with minimal manual intervention. **Consistent speed of service = good customer experience**
- Production: The small footprint of a the S700 allows for two machines verses one traditional machine. Two S700 machines is producing about 1,000 drinks a day.
- Drive-thru wait time: two S700's reduced wait times by an average of ~27 seconds, allowing Scooter's Coffee to achieve speed of service for their customers, while also increasing the number of people served per hour.
- Ease of use: The simplicity of the S700 minimizes staff issues, allowing more interaction with the customer.

#### **Reliability = good customer experience**

- Internal Service Company
- Dedicated Franke Service Manager



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