

PRESS RELEASE

Schaerer enhances digital products and services by focusing on individual customer needs

Zuchwil, 02.11.23 – Service robots, digital tools for ordering and check-in, automated shopping experiences in hotel shops: The importance of digitalisation is rising steadily in the hotel and catering industry. This goes hand in hand with a growing interest among businesses to make the best possible use of digitalisation for their own business models. In order to provide optimal support to customers when networking Schaerer coffee machines, Schaerer is aligning its digital range of consultation and solutions even more closely to the multifaceted customer requirements. These advanced products and services not only considers the individual business, but also how deeply the customer is already involved in the digital world. “While some are still at the very beginning of their digital journey and mostly just want to monitor the status and consumption data of the networked coffee machines, others are using the database to make their processes more productive or to create innovative business models”, explains Irina Simon, Digital Product Manager at Schaerer. The digital services are geared towards three central requirements: “gaining transparency”, “optimising business” and “creating innovations”. The foundation for the customised solutions is the Schaerer Coffee Link digital platform, API interfaces developed by Schaerer as well as extensive experience from the networking of almost 120,000 professional coffee machines in companies of all sizes worldwide.

Gaining transparency

Data is an objective foundation for the analysis of business processes, as it provides precise and unbiased information. Schaerer’s range of consultation and solutions for gaining transparency focuses on providing the data of networked coffee machines and visualising it on the clearly designed Schaerer Coffee Link digital platform. This means top sellers, peak times or particularly high-performing locations can be identified just as precisely as current machine conditions or pending tasks. The transparency gained thanks to this continuous monitoring and evaluation process creates the basis for optimising existing processes, such as adjustments to opening hours or more efficient staff scheduling.

Optimising business

Those who want to exploit the potential of digitalised business processes for more productivity are in the right place with the requirements for optimising business. The consultation and solution expertise of the digital specialists at Schaerer is focused on finding measures for increasing efficiency and optimising costs in everyday operations. The emphasis is on solutions that, among others, automate recurring processes, thereby simplifying workflows, minimising downtimes and reducing operational costs. Examples are beverage-related payment models (pay-per-cup) or

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remote functions for central activation of limited promotional offers or price and recipe adjustments across an entire fleet of coffee machines.

Creating innovations

Companies that have already achieved a very high level of digitalisation will find that Schaerer is the ideal partner for the expansion of their digital coffee operations. At the heart of the “creating innovations” requirements is the complete IT integration of the coffee concepts into the digital ecosystem of the customer using an API interface. Irina Simon: “This is how we pave the way for our customers to continue to develop their individual business models. Here there is equal weight on process optimisation in terms of cost and staff efficiency and on the end customer experience in terms of lifestyle, ease of use and benefits”. The possibilities are almost endless and range from mobile payment with a smartphone and customer loyalty programs using loyalty apps to the holistic integration of machines in robot cafés or automated self-service concepts.

Image material

You can find downloadable image material in our media portal press-n-relations.amid-pr.com (search term “[Schaerer Coffee Link](#)”). I would also be happy to send you the file via email. Contact: nfo@press-n-relations.de

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About Schaerer

Founded in 1892 and headquartered in Zuchwil, Switzerland, Schaerer Ltd. is one of the world's leading manufacturers of fully automated professional coffee machines. As a well-established brand with a long history, Schaerer stands for Swiss values combined with in-depth knowledge on coffee. The brand emphasizes these attributes in its claim "swiss coffee competence" and lives them equally in its product development and the Coffee Competence Centre, Schaerer's coffee expertise and training centre in Zuchwil. Moreover, Schaerer is characterised by extreme flexibility adhering to the guiding principle of "We love it your way" - whether it concerns customer requests, customer-specific products bulk orders or the product range which offers the customer a wide collection of customised configuration options. Customer-oriented and equipped with comprehensive knowledge on coffee, Schaerer supports any customer of any size all over the world in offering guests delicious coffee of the highest quality.

Schaerer has been part of the French consortium Groupe SEB since 2016.