

targeting coffee-lovers with precision



One of the largest coffee house chains in the world, offering a wide range of flavours by sourcing high-quality coffee beans.



Business Challenge

- For their 100th store launch in India, the coffee chain wanted to serve every beverage at a flat rate of ₹100. However, they faced a challenge in communicating this offer to the right target audiences, around their outlet locations



Our Solution

- Our Customer Targeting Solutions helped them segregate customers by age, Average Revenue Per User (ARPU), handset price and type, and location to ensure that the communication reaches only the relevant audience. We helped them target and send out contextual communication to more than 2,50,000 customers



Business Impact

- Through our targeting solutions, the coffee chain received high customer footfalls on the launch day
- Their engagement with the right target audience also increased



Enterprise Mobility



Communication



Connectivity



Security



IoT



Cloud

Vodafone Idea Limited 2020 ©. This document may contain such as text, graphics, images and other material is created / issued by Vodafone Idea Limited or obtained in confidence (“Content”) and are for informational purpose only. The Content is not to be reproduced for commercial use or for any otherwise purpose in whole or in part, without the prior written permission of Vodafone Idea Limited. ‘Vodafone’ and ‘Idea’ are trademarks of the Vodafone Plc and Idea Cellular Limited renamed as Vodafone Idea Limited, respectively. Any products or services provided by Vodafone Idea Limited under the Trade Mark, Vi™, its motion, logo, trade dress, static or moving depictions with each and every element thereof, is protected under existing trademark, copyright and all intellectual property rights available under law and are owned by Vodafone Idea Limited. The Content contained in this publication is correct at the time of going to print and was derived from events/action taken by Vodafone Idea Limited. Such Content may be subject to change, and services may be modified, supplemented or withdrawn by Vodafone Idea Limited without prior notice. All services are subject to terms and conditions, copies of which may be obtained on request.

Connect with us



www.MyVi.in/business