

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

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