



## Overview

Café Coffee Day pioneered the coffee culture in the chained café segment in India. This coffee goes all over the world to clients across, Europe and Japan, making them one of the top coffee exporters in the country. The first Café Coffee Day outlet was opened on Brigade Road in Bengaluru in 1996. Today, Coffee Day Global Limited has established the largest footprint of café outlets in India, spread across more than 200 cities.

Café Coffee Day popularly known as CCD, is a coffee shop for the young and the young at heart; a part of Coffee Day Global Limited. They are on the way to becoming the largest organised retail cafe chain in the country. They also have their presence in Austria, Czech Republic or Malaysia.

In 2013, CCD was bestowed with the prestigious ISO 22000:2005 certification by the internationally acclaimed DNV Business Assurance Food Safety System for its Food Safety management systems in cafes. This certificate covers the mandate of handling, preparing and serving food and beverages in the Café Coffee Day (CCD) cafes, Coffee Day Lounge cafes (CDL), Coffee Day Square cafes and Fresh Assembly Centres (FACs wherein café food is assembled before sending them out to cafes across).

## 'A lot can happen over coffee' - Enabling the largest coffee chain in India

### Challenge

In the initial days of computerisation, CCD started using normal desktops, a CPU, keyboard, mouse & printer for billing at their outlets. Desktop models keep changing, Space, aesthetics, breakage of keyboard and mouse was very high and getting support started becoming an issue. The multiple cables were not only an eyesore, but also caused confusion.

Earlier CCD had table service, customer service executives used to take the order and deliver at the table. In recent times, with increased transactions and all their outlets being converted to QSRs (quick service restaurant), the customer walks to the counter and places the order and the food is delivered to the table. With QSR, the customer needs to be serviced fast and effectively, which required them to switch over to touch screen POS systems for real quick service.

Another challenge is the myriad payment options, which needs a POS system to provide choice and the highest level of convenience.

### Solution

They evaluated the top 4 brands in the country in a single outlet to evaluate what suited them best. The focus was on working with a vendor who was quick and efficient in terms of support. In

retail (QSR) business, manual bills are unacceptable. When a customer walks in to the counter and places the order, she can't be made to wait.

CCD had prior experience of using Posiflex POS machines in 500 of their Express outlets for 5-6 years. They were clear about the value Posiflex brought to the table with the product, quality and assured service.



**“We have used Posiflex products for 5-6 years and know the product quality, service levels, and assured service they provide. It is a thought through decision to shift to Posiflex across our 1600 outlets, the roll out will happen in a phased manner.”**

– Venkatesh Babu S,  
Head (IT/MIS)  
Coffee Day Global Ltd.

## Benefits

The Requirement	Explanation	Impact
Ease of use	With high manpower turnout in Retail, the need to keep hiring and training service executives	Quick learning cycles are possible with touch screen POS machines
Cost of ownership	With such a large chain of outlets cost plays an important aspect	POS machines are durable and have an average lifespan of 6-7 years; desktops do not last that long
Aesthetics and space utilisation	Desktops need many cables which leads to confusion and looks ungainly	Effective utilization of real estate by 20% cable management is minimal
Power saving and performance	Posiflex helped choose low power consuming, high computing POS device for CCD	Reduced electricity consumption substantially
Need to connect multiple devices	The need to connect many devices	POS machine comes with serial, parallel ports, USB ports

**“Posiflex is delighted to serve Cafe Coffee day as its Preferred POS vendor. We Honour the trust they have invested in our team and strive to meet their fast expansion Foot Prints across India. We will continuously innovate our products to exceed their expectation and help maximise profits in their business.”**

— Baskaramoorthy  
VP Sales  
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Founded in 1984, Posiflex Technology Inc. has since grown to be a world leader in the design and manufacture of touch screen POS terminals and peripherals. These terminals have been deployed globally across multiple industries and applications including retail Point-of-Sale, health care, hospitality, kiosks and more. This successful growth is based on understanding and meeting our customer requirements so they can build successful businesses, which in turn builds ours. Posiflex core policy is formed based on Revolutionary Technology, Reliable Quality, Reasonable Price, Recognized Service. Posiflex Technology India has the highest no of POS terminals deployed across various retail verticals in India.

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