

# JET Cotgrave Case Study



“eXpresso PLUS service **has been impeccable, every requirement** we had was **met and exceeded**, the entire team went **beyond expectations** to ensure that our site had the **ideal solution** to meet our needs”



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“The Nescafe Alegria is a **popular and trusted** brand with a **distinctive design**, which **appeals to customers** and **looks fantastic** in store”



## Company Overview

Cotgrave Service Station is a family-run business which has been built over three generations, and has been recognised as one of the top performing forecourt sites in the UK. The midlands-based site is part of the nationwide dealer JET, and is committed to providing an all-round service to the local community.



## The Discovery

Cotgrave Service Station decided that they wanted to offer customers an additional service which added value to their business. As well as increasing customer satisfaction, they also wanted to drive in footfall and build a new revenue stream. Cotgrave Service Station didn't have a previous hot drinks solution in place, so they sought advice from JET to find a trustworthy and reliable supplier. Through the eXpresso PLUS



## The Challenge

Cotgrave's initial concern was that they didn't want to compromise on quality and being a coffee lover himself, Lee recognised that brands sell, which was a critical factor when choosing the Nestle Alegria machine. Another necessity for the forecourt was that they wanted a solution that was simplistic with easy maintenance and minimal cleaning, so that staff didn't have to spend much time with the machine.



## The Solution

After identifying Cotgrave Service Stations key requirements, eXpresso PLUS invited Lee to travel down to their Hertfordshire showroom to trial the range of coffee solutions they offer. Initially, the bean-to-cup solutions caught Lee's eye, but after trying the Nescafe Alegria it was clear that this was best suited for his site. Lee explained, "It's a popular and trusted brand with distinctive branding, so it appeals to customers and looks fantastic in store. The quality of the coffee is also great!"

## The Result

The benefits of the Nescafe Alegria for Cotgrave Service Station have been immense; the additional service has put the forecourt above others. It's demonstrated to customers that they are keen to go above and beyond to ensure all their needs are met. Lee stated, "Having the Alegria has led to an increase in customer satisfaction, and from speaking to customers we have found that they are more likely to visit our site over competitors as they can get their coffee fix whilst filling up their cars!" Additionally, as Cotgrave Service Station also has a MOT garage next to the forecourt, customers can grab a quality hot drink whilst waiting for their service to be completed, driving an additional revenue stream which would otherwise not have been possible.

Not only have the customers been delighted, but colleagues at the site have been over the moon with the ease of maintenance. Lee said the maintenance is a 'breeze' adding, "It's quick and easy to re-fill and there's minimal mess around the machine, so staff don't need to neglect their normal duties to clean up the area". Since the Nescafe Alegria was installed in November 2015, Cotgrave Service Station have said the service has been impeccable, the machine has never broken down or been out of service, and the staff at eXpresso PLUS have always been extremely helpful with answering any questions, ensuring that everything runs smoothly.

When asked whether Cotgrave Service Station would recommend eXpresso PLUS to other sites Lee explained "Of course! The service from the beginning to end has been excellent, I think a lot of other dealers will take up the benefits soon".



for the  
**benefits**  
the solution  
has provided

★★★★★  
for overall  
**service**

offered by

**eXpresso**  
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“eXpresso PLUS have ensured that all the needs of my site have been met. They took the time to understand our specific requirements and worked with us to make sure we had the perfect solution that suited Cotgrave Service Station. The relationship between us has been effortless, with ongoing communication and support at every stage of the installation. We are delighted with the outcome, not only with the benefits that the Nescafe Alegria machine has produced, but also with the experience delivered by eXpresso PLUS. As the coffee-to-go industry rapidly grows, especially within forecourts, we would recommend eXpresso PLUS to all dealers, not only do they provide exceptional service, but their range of machines means they have something to suit everyone. Overall, the service has been faultless.”

Lee Whiteman,  
Owner, Cotgrave Service Station

“Their Hertfordshire showroom is a great way to see the range of coffee-to-go solutions in one place and to try the different coffees on offer. I visited and was so impressed, it didn't take long to identify the best solution for my site”

Lee Whiteman,  
Owner, Cotgrave Service Station



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