

# Reducing Nuisance Calls

*A regional chain of convenience stores was plagued with high operating costs and frustrating “nuisance” service calls. Read how BUNN was able to establish a customized training program and system of best practices to guide the chain into halving their costs and eliminating almost all of their “nuisance” calls.*

## THE CLIENT ISSUE

Over 50% of the chain’s inbound service calls were classified as “nuisance” calls, meaning they were easily-resolved problems that occupied precious time. This, however, was only a symptom of the real problem: the chain was relying on internal personnel to maintain their BUNN machines. With this practice, the chain amassed staggering operation costs.

## PROPOSED SOLUTION

This issue is surprisingly common: many will try to reduce costs down by taking maintenance duties into their own hands. Without proper expertise, however, this method can do more damage than good. BUNN’s recommendation: a comprehensive education plan alongside their normal support services.

## SOLUTION EVALUATION

BUNN experts developed a fast-track curriculum that was delivered to managers in installments dubbed as “Manager Meetings.” These included best practices for brewing coffee, cleaning equipment, replacing water filters, and much more. Everything was delivered by BUNN experts in mandatory, hands-on training sessions. Essential business practices were also encouraged, such as 7-year obsolescence plans to replace machines. Many attempts to reduce costs by hanging on to old machines, unaware that aging parts cost more to repair than a new purchase.

## FINAL RESULTS

Now that managers were armed with knowledge, preventative maintenance became the ultimate focus. To the chain’s surprise, only 12 service calls were called in the next quarter - across all 50 locations. The massive operating cost was halved in their next quarter and the majority of that cost stemmed from a single machine that the curriculum had not covered yet.

**Want to learn how BUNN can serve your needs?**

**Call your BUNN representative at (123) 456-7890**