

## PEET'S COFFEE & TEA



Peet's Coffee & Tea helped to introduce specialty coffee to the American public, beginning with a single store in Berkeley, CA in 1966. Now, with over 135 coffee houses in six states, Peet's offers java lovers more than 30 types of whole bean coffee. Peet's also sells coffee through national grocery chains, including Safeway and Whole Foods, as well as through mail order and the Internet. Through all of its channels, Peet's processes more than 350,000 transactions per day.

### CHALLENGE

- Peet's lacked visibility into profitability by store location
- Reports on excessive overtime took up-to 45 days to be generated
- Peet's had no data on speed of service, an important competitor factor
- Locating product wastage was impossible

### SOLUTION

After understanding the shortcomings in reporting and Peet's corporate roadmap, PerformanceG2 developed a Business Intelligence solution for Peet's that:

- Located and displayed the most profitable and least profitable stores side-by-side
- Highlighted the top three products by store, along with their profit margins
- Gave managers drill down data on labor costs by location to the individual employee level within 24 hours in order for corrective action to be taken when excessive overtime occurred
- Increased service speed by identifying stores that fell below service levels, so that re-training or other action could be taken
- Saved more than \$1 million a year by discovering that 10 to 20% over-brewing occurred during slow times

The PerformanceG2 solution changed the way Peet's does business. Now, more than 50% of Peet's headquarters' staff uses the system on a regular basis.

*"I rely on the system every day."  
- Jim Grimes, COO, Peet's Coffee & Tea*