

Costa Coffee is the UK's favourite coffee chain, recognised as such for the fourth year running in January 2014 by industry experts Allegra. With an already established presence on Facebook, the brand actively started engaging with its community on Twitter in July 2012.

Costa Coffee's dedication to their community led to a huge increase in social customer service volume. Learn how Costa:

- Successfully launched a new product, using social engagement as a feedback tool
- Maintain consistently high volumes of social interactions with minimal resources

Driving an active community to brand channels

As its interactions with customers grew on social channels, Costa recognised it was missing important tweets and posts that needed a response in order to improve its customer experience. On 1 October 2013 Costa became a Conversocial customer.

Now using a solution that contains detailed analytical tools and a workflow built for team cooperation, Costa Coffee's dedicated social customer service team are able to maintain a service that replies to 85% of messages on Facebook and 80% on Twitter within an hour. In August 2014, the team was able to achieve an Average Handling Time of 48 seconds on Twitter and just 22 seconds on Facebook.

Adam Deal, Social Media Executive at Costa Coffee, said:

"We knew we had a large, willing community of Costa fans, but it was only when we started using Conversocial that we became aware of quite how many were happy to talk to us on social."



Using Conversocial to build a business case

For millions of UK citizens, visiting a coffee shop has become part of the daily routine, snatched on the way to a meeting, steadily consumed over a lunch break or part of a catch-up with a friend. Coffee lovers probably have their beverage decided well in advance of stepping over the threshold, but will perhaps pause over the accompaniment before making a choice.

For half a million UK citizens, that choice is even harder: Coeliac disease is a lifelong autoimmune disorder caused by intolerance to gluten, affecting about 1 in 100 people in the UK. For them, complete satisfaction at Costa Coffee was just out of reach due to a lack of options in food choice. As a result the consumers made themselves heard, with many of Costa's posts on new products being met with queries about a gluten free option.



Tag Analysis					
Tag	Conversations Handled	Av Handling Time	Total Handling Time	Messages	Positive
Summer Food	210	21 seconds	1 hr 13 mins	206	85.9%
Gluten Free	186	34 seconds	1 hr 45 mins	176	72.5%

By using Conversocial's Prioritization Engine and Tag Analysis function to filter through general social noise, Costa were able to track how many comments on social media related to gluten free products and record conversation sentiment. This eventually allowed the social team to build a business case on the need for their outlets to include a gluten free alternative.

The data convinced the Finance department that the product would sell and, on 1st May 2014, Costa became the first coffee shop in the UK to have a savoury food item approved by the Coeliac Society - with more to follow. Costa's British Chicken with basil mayonnaise, tomatoes and rocket on a seeded wrap has been a massive success, beating all forecasts and selling out in a number of stores.

