



CLIENT:

Evoca France / Lidl

PROJECT:

Lidl Supermarket Stores

END-USER:

Lidl

MACHINE:

Evoca Opera Touch Media

Lidl use Hawkr and Evoca Group in landmark national coffee vending project to engage with customers and drive new revenue.

KEY POINTS

- Lidl using Hawkr system to update network of media screen content to nation-wide network of machines
- End users, retailers and brands can now communicate to staff and visitors in multiple locations, not possible with USB sticks used traditionally by the vending industry
- Simple to use CMS and easy to install hardware poss
- Operators can use Hawkr as a USP on high volume coffee machine deals of 5 machines or more

CLIENT OVERVIEW

Lidl is a German global, discount chain supermarket operating 1,500 stores in France and 10,000 stores in Europe and the U.S.

Evoca Group specialise in technologies that create great coffee experiences in any out-of-home location and operate in 140 countries worldwide.



THE PROJECT

With such a high volume of stores suitable for coffee machine vending and competition fierce for the deal, Evoca needed something extra to beat the competition and win the lucrative Lidl contract.

Evoca decided that Hawkr gave them something no-one else could offer – an easy to use, remote system for managing media across a large network of screens – offering unique customer engagement opportunities.

IMPLEMENTATION

Using Hawkr, Lidl's marketing team are enabled to upload new digital media content instantly across a national network of screens, communicating promotions, deals and products in a unique way whilst all the time serving them great coffee.

Other operators offered local data storage solutions such as individual USB sticks which simply weren't practical for screens in multiple locations.

As the first national deal of its kind, it is an excellent example of the increased focus on building synergy between operators and the marketing strategies of their customers.

Operators are more and more reaping the benefits of a sophisticated digital signage system within their offer for larger volume, premium machine projects.

RESULTS

Lidl can now update video content to their national network of machines in minutes, rather than 2 years in man hours for each update made.

“ Hawkr has allowed our customers an offer not available elsewhere. Set up is simple, and the CMS is easy to use and can be learned by non-technical staff in 20 minutes! ”

Olivier Jouet, Evoca Group France

HAWKR SAYS

We are proud to provide technology to enable this evolution of coffee machine vending on large scale projects. The industry is historically slow at adopting new technology due to logistical and commercial barriers, but we've proven this can work and is simple to implement for forward thinking operators and end-users.

Chris Davison, Managing Director, Hawkr

To find out more and to include Hawkr as part of your project, contact us now at support@hawkr.io