



hawkr

CASE STUDY

CLIENT:

Sodexo / Selecta

PROJECT:

Honda Manufacturing Plant,
Swindon

END-USER:

Honda

MACHINE:

Coffetek Neo

KEY POINTS

CLIENT OVERVIEW



Sodexo & Honda use Hawkr and Coffetek for pioneering vending media screen project

- Sodexo using Hawkr's remote management system to update media content on 42 Coffetek Neo machines.
- Sodexo update catering offers whilst Honda update Health and Safety messages and other staff communications instantly
- Sodexo non-technical staff update using the easy to use CMS
- Operators can use Hawkr as a USP on high volume coffee machine deals
- Hawkr for projects with 5 machines or more

Sodexo are a multi-national food services and facilities management company headquartered in France. Sodexo is one of the worlds largest employers with over 420,000 employees that represent 130 nationalities and are present on 34,000 sites in 80 countries.

Selecta are the largest coffee and vending operator in the UK and Europe, serving hot and cold drinks, water and snacks to 12 million people daily with over 320,000 points of sale across 16 countries.



THE PROJECT

Honda and Sodexo had a high volume of coffee machines with built-in media screens, as part of a contract installed 5 years previously. Using USB sticks to update the media was simply not practical and, as is typical of machines everywhere, the media screens displayed the same content for years.

Both parties were frustrated with the situation and were keen to start utilising the screen network to better effect.

IMPLEMENTATION

Giving Sodexo and Honda the ability to update media content instantly across all the machines, Hawkr has flipped the network from stagnant to streamlined. Sodexo now use the system for updating weekly menu's, offers, promotions and meal deals alongside Honda staff communications including health and safety messages and social events.

On larger media screen roll outs, the value in the media screen has diminished over time, however because of the Hawkr system, operators and end users can now make the most of the media screen investment.

RESULTS

Sodexo and Honda are now updating the media screens instantly every week and the regular communication with end users has made the vending screen network another boon to the positive work culture that Honda aims to foster in all their workplace environments.

“ The Hawkr system is really easy to use, it takes me a couple of mins to update the content for the following week and enables us a unique way to communicate with staff and customers ”

Jo Duet, General Manager, Sodexo Catering

HAWKR SAYS

It is a great use case for us and we're really excited for others to follow in the footsteps of this pioneering project.

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