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## DREAMS

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# COMFORT IN A CUP FOR DREAMS

Dreams  
Norwich

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## Overview

Dreams are Britain's leading bed specialist. Founded in 1985, their focus is delivering fantastic customer service with expert advice. Dreams are committed to providing the UK with stylish, brilliant-value beds and most of all comfort to your home.

## Opportunity

Dreams began facing a dilemma when it came to offering refreshments to their customers. The problems they were facing included staff spending too much time preparing drinks, poor quality drinks and some sites had no refreshments to offer their valued customers at all. This is when we got involved.

Dreams wanted to improve upon their customer service by offering exceptionally high quality coffee and other hot drinks including luxurious hot chocolate. By presenting something as simple as a delicious cup of coffee can totally change a customer's shopping adventure. Not to mention have a much more positive effect on the process of purchasing something so important.



## The Solution

The Head of Retail Operations at Dreams discovered Liquidline by studying our website. They were surprised with how much we had to offer. We initially started with a trial in 6 of their stores, the feedback from staff and customers was positive and as was the increase in spend per customer – It was a dream come true! This proved to them that an improved customer experience compensated extraordinarily well.

The staff at Dreams have taken to our coffee machines successfully and we are extremely thankful for the feedback we have received.

“ Having a really good coffee machine makes life so much easier. Orders come quickly and any issues are dealt with immediately. We now greet our customers, offer them a drink and a pillow – it is such a better service than before **David (Store Manager - Norwich)** ”

The coffee machine selected for Dreams is the Cafetouch 5 and we are pleased to announce that our machines are now permanently installed into 50 of the Dreams sites – with scope to extend these to all 150 sites in the UK.

Providing Dreams continue to purchase our consumables, they will receive free maintenance on their fabulous new machines.

If you would like to find out how we can help your business, get in touch via our website or give us a call on 0800 849 9110.