



THE PERFECT INGREDIENT: BUSINESS INTERNET

RELIABLE, SECURE CONNECTIVITY ALLOWS STEAMDOT COFFEE TO BOOST ITS LOYAL CUSTOMER BASE AND EXPAND BUSINESS

Repeat business is the cornerstone of successful coffee cafés. Besides delivering superior products and service, cafés that thrive also provide an exceptional customer experience.

This means creating an environment that encourages customers to immerse themselves in the business — lingering in the café, creating relationships, drinking coffee, and developing loyalty to the brand.

Since 2009, SteamDot Coffee has carved a niche for itself in delivering high-quality, single-cup artisanal coffee. The Anchorage business has cultivated a reputation of excellence for its dedication to quality and serving premier roasts sourced from single-origin coffee beans. And it stands out in a market steeped with competition by offering the state's only slow bar, featuring hand-poured coffee.

Because of SteamDot's unparalleled experience, discerning consumers return again and again. But when unstable technology began impeding this experience, SteamDot's management needed to act fast to prevent any long-term damage to the business. They turned to Alaska Communications.

STEAMDOT COFFEE

Anchorage, Alaska

CORE PRACTICE

Retail coffee shop specializing in artisan high-end preparations

BUSINESS NEEDS

Reliable connectivity, appropriate bandwidth, and network security

SOLUTION

High-speed business connection utilizing fiber optic network

BUSINESS VALUE

Significantly expanded bandwidth with a secure and efficient connection to foster business growth and more positive customer experiences

SOLUTION: HIGH-SPEED CONNECTIVITY, DEPENDABLE SERVICE

The Alaska Communications team recommended its Business Internet solution; unlimited, reliable, flat-rate service, ideal for small to mid-sized businesses. The product addressed a number of challenges for SteamDot, including:

Reliability — Coffee shops were among the first businesses to offer WiFi to customers, allowing them to browse the Internet on their laptops, tablets, or smartphones while enjoying their coffee.

Such was the case for SteamDot, whose clientele ranged from average consumers to students to mobile workers looking for a space where they could escape and get work done. But customers' frustrations reached a boiling point when the café's sluggish WiFi connection became unstable, frequently dropping or disallowing connectivity due to over utilization.

With Business Internet from Alaska Communications, SteamDot now has the reliable connection necessary to keep customers in the café longer. And SteamDot's Ian Doumit now reports that the café hasn't required technical support for connectivity issues since Alaska Communications Business Internet solution was installed in February 2015.

Data bandwidth — About half of SteamDot's customer base relies on WiFi to perform basic tasks like checking email or social media to more data intensive work like web development and video editing. All of these activities were becoming difficult — if not impossible oftentimes — with SteamDot's previous Internet service.

With Business Internet, the café now has reliable, unlimited data, which accommodates customers' needs — whether that's routine surfing, streaming video, or uploading and sending large data files.

Stability — Customers expect efficient service, whether they're looking for a grab-and-go drink or settling in to sip their coffee while they work or socialize. Its previous sluggish connectivity was wreaking havoc on SteamDot's

capabilities to efficiently and securely process transactions. It was common for the café's point-of-sale system to lock up, which quickly soured the customer experience when staff couldn't process transactions.

Now with reliable high-speed Internet service, the café can process a high volume of credit card transactions quickly and efficiently. And thanks to robust Wi-Fi capabilities, SteamDot was able to switch to Square, a better point-of-sale system that offers more security and functionality to address business needs.

OUTCOME: ROBUST NETWORK BRINGS ABOUT BIG BUSINESS

Before installing Business Internet, Doumit and other members of SteamDot's management team struggled with many business functions and processes. Unstable service often took their focus off customers to address issues at hand.

Today, all four SteamDot locations are now networked together, which centralized the café's accounting, administrative, and quality control functions. This gives the management team a real-time look at overall sales, staffing, and inventory so they can quickly make adjustments and allocate resources as needed.

The improved network also reduced stress for staff. They no longer have to worry about connectivity snafus and customer complaints regarding poor Internet access or slow processing of credit card transactions.

This means everyone at SteamDot can focus on what they do best: serving up an excellent coffee experience.

"We saw an immediate difference with Business Internet. Having a bullet-proof, inherently robust network was a game changer. It allowed us to double the size of our company by opening two more locations, improve our processes, and safeguard the customer experience."

— Ian Doumit,
Coffee Culture Coordinator,
SteamDot Coffee



To learn more visit:
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