

CASE STUDY



The situation

Henry Yau created CockaDoodleMoo back in 2013 with a simple mission; to provide a home away from home for all their followers, one person, one meal and one restaurant at a time.

CockaDoodleMoo serves honest, tasty, comforting food made from the freshest ingredients all carefully sourced from the best suppliers. They are all about serving up Moovelous meals with tasty sides, classic cocktails and craft beers, and they have a damn good time doing it too.

As Henry's chain of restaurants has grown to 2 with a 3rd opening later this year, his operational team has grown too. And to support this growth, Henry and his team need to systemise their general operational processes.

Customer objective

Printing in each of their restaurants has become very important for CockaDoodleMoo, the output is used for menus, leaflets, posters, letters and communications. And is a necessary business function. When it's not available it causes Henry & his team to struggle with numerous business issues.

In the past it was just about trying to fix or replace their own printer when it broke. And buying replacement printer cartridges from the most convenient place at the time, no matter the cost. CockaDoodleMoo now need much more certainty than this. They need fit for purpose equipment, certainty of their total printing cost and certainty of quick support if it breaks. What Henry really needs, is the peace of mind that everything's included and his team do not have to worry about it.



Our solution

After providing CockleDoodleMoo with a free assessment this is what we found:

- Their current costs for 2 locations were around £1,400 each year
- They have no support if it goes wrong (they end up messing with them themselves)
- They buy another printer if it breaks (costing around £100 each time)
- They waste a lot of time sourcing & ordering replacement printer cartridges

And our recommendation is:

- Install MY Print Service at both locations
- It comes with 'fit for purpose' printers, guaranteed support & unlimited cartridges
- It provides total cost & support certainty, giving Henry & his team total peace of mind



Financial and operational result

Financially, CockaDoodleMoo are saving around £850 (60%) a year. And this doesn't include their wasted time fixing & installing printers and sourcing replacement cartridges.

MY Free Printer is available in a fixed monthly fee (£24.99 +vat) or a discounted annual payment (1 month free). And provides the team at each location with certainty of their total printing cost.

Operationally, Henry's team has gained much time back (the most precious resource) too. No longer are they trying to fix and replace printers or sourcing replacement cartridges. As everything is included, providing certainty of service and support. Leading to total peace of mind, which allows the team to concentrate on making the most fantastic food and providing an experience their customers will never forget.