

CASE STUDY

Vendaid provide WV Active with quality refreshment solutions

WV Active needed a flexible, cost-effective refreshment solution for three fitness centres located in Wolverhampton. Vendaid were able to identify and address the best vending machines and service plans to overcome their unique challenges.

WV Active



ABOUT WV ACTIVE

WV Active is the name for the City of Wolverhampton's leisure centres, which offer visitors a wide choice of sport and activities for all ages and fitness levels, set in a safe and friendly environment. WV Active runs three leisure centres with facilities that include modern gyms, swimming pools, and exercise classes.

Located throughout Wolverhampton, each site uniquely caters to their member's needs and hosts different sporting events throughout the year.

OVERVIEW

Having experienced challenges with their previous vending machine supplier, WV Active needed to find a new company to partner with to ensure their guest's refreshment needs were met. Looking for a local company who could provide a customised solution for the different needs of the three sites, WV Active approached Vendaid, who immediately understood the requirements and were able to offer a bespoke and attractive package.

CHALLENGES

WV Active prides itself on offering a choice of refreshments to their visitors, including self-service hot drinks machines. With each centre being busy throughout the week, meeting the refreshment needs is vital at all times of the day. Unfortunately, this became difficult due to supply and mechanical difficulties faced with their previous vending machines. As such WV Active needed to find a new vending partner; one who could provide a flexible and reliable service.

> Diverse Refreshment Needs

Each site has a high footfall, with visitors of all ages, who have differing refreshment needs.

> Cost and Value Considerations

Balancing quality with budget constraints to provide cost-effective solutions.

> Reliability and Quality

Guaranteeing that machines consistently deliver high-quality snacks and drinks across all locations.

> Flexible options for re-stocking

Offering the ability to either re-stock themselves or have machines re-stocked by the supplier.

Ensuring both the machines and refreshments provided are of a high quality was another key consideration.



SOLUTION

While looking for a new supplier, WV Active were keen to find a local company to partner with, and Vendaid fit the bill perfectly. They were invited to visit and propose solutions that would be suitable for the three sites, including fulfilling the requirement for larger machines at one of their sites, which hosts a number of events throughout the year.

WV Active knew what services they wanted, which allowed Vendaid's team to present some optimal solutions. The understanding and knowledge of the best vending solutions to address the challenges impressed WV Active, who invited Vendaid to submit a bid for the tender.

The services proposed, the price they were offered at, and Vendaid's commitment to providing a high standard of customer service ultimately won Vendaid the bid.

In addition to ensuring that each site has the machines they need, WV Active also wanted flexibility in how the machines are serviced, which our team were happy to accommodate. The Bilston – Bert Williams centre, for example, chose to stock the machines themselves, while both the Aldersley and Central preferred to have the Vendaid team to stock their machines for them.

Contact Vendaid to see how their tailored services can meet your needs and enhance your workplace.



Address: Stafford Street, Wednesbury, WS10 7JX
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Web: www.vendaid.co.uk

BENEFITS

The tailored service provided by Vendaid offers numerous benefits to WV Active and their guests.

- **Hot drink machines** that provide high-quality coffee in a self-service environment
- **Reliable machines** that consistently deliver high-quality refreshments
- **Flexible options** on re-supply and re-stocking of the different machines
- **Cost-effective solutions** which offer WV Active great value for money

With the six machines across the three sites Vendaid have supplied, WV Active's centres are now fully equipped to offer their guests the refreshments they desire, anytime of the day.

RESULTS

Vendaid's machines have been installed at WV Active's fitness centres and are in use by staff and visitors. All the machines are available for public use, providing guests with immediate access to high-quality hot and cold drinks, as well as snacks by some of the best-known brands.

By offering the fitness centres the choice of whether to stock the machines themselves or have Vendaid's team re-stock them, has allowed WV Active's staff to meet their visitor's needs more efficiently and affordably.

CONCLUSION

When presented with the challenges WV Active were facing, Vendaid were immediately able to identify and propose suitable solutions. Their knowledge of the vending industry, cost-effective and flexible proposal, and their commitment to customer service, met all of WV Active's requirements. The machines were quickly installed across the centres, resulting in increased staff and visitor satisfaction.

"After having a really poor experience from our previous vending machine supplier, I was keen to find a company I could trust to deliver a good, reliable service. In keeping with City of Wolverhampton Council's desire to support local suppliers, I approached Vendaid to come and give us some options. We found the sales team extremely helpful and offered us options for vending that we didn't even know were a possibility, allowing us the flexibility to operate different vending models at different sites and maximise our vending revenue."

Richard Knowles - General Manager