

CASE STUDY

Serving Madeley Academy for over 10 years

Madeley Academy require refreshment solutions to meet the needs of staff and students alike throughout the school day. Looking to move away from rental agreements and own and manage the machines in house, Vendaid were able to supply suitable machines and stock, and continue to offer a level of customer service that has maintained the business relationship for over a decade.



ABOUT MADELEY ACADEMY

Based in the historic mining town of Madeley in Telford, Madeley Academy is a coeducational secondary school and sixth form. Located in a state-of-the-art building, Madeley Academy offers students a wide range of specialist teaching areas and facilities.

Alongside their two restaurants, Madeley Academy also owns two hot drinks vending machines, supplied by Vendaid, which members of their staff restock.

OVERVIEW

With past experience of refreshments provided by other vending suppliers, Madeley Academy went on the search for a supplier who could provide refreshment vending machines that they could manage themselves. After reaching out to Vendaid, representatives from Madeley Academy were invited to the Vendaid showroom and got to test the machines and sample drinks to assess the quality, before making any form of commitment.

CHALLENGES

Catering for over 1200 staff and students, Madeley Academy needs hot drinks machines that can not only provide a range of quality refreshments, but that are also easy to manage and restock in-house. Without separate staff rooms, teachers and students alike make use of the same machines, resulting in around 1,000 operations a day.

Students may purchase a hot drinks token from the Restaurant till. This means that drinks can only be purchased during specified breaktimes. School friendly hot chocolate is a popular option. Empty cups are dispensed too for students to take to the water machine freeing up one of the vending machines rapidly for other users.

> Reliability and Quality

The machines see a lot of use each day and therefore need to be able to cope with the high level of demand. The quality of the drinks supplied by Vendaid provide refreshments of a greater variety including real tea and coffee from beans.

> Ownership of machines

Past vending machines had been rented, which had presented challenges around restocking and resupply. The Academy wanted to move away from rental agreements to owning their own machines.

> Diverse Refreshment Needs

With over 1200 staff and students, the ability to provide a variety of refreshments to meet a diverse range of preferences was essential.



SOLUTION & BENEFITS

Through discussion with Vending Aid's team, Madeley Academy were able to present their challenges while attending the vending showroom. Drawing on their experience and expert understanding of the industry, Vending Aid were able to suggest vending solutions that would meet all of the Academy's needs.

The tailored service provided by Vending Aid offers numerous benefits to the staff and students of Madeley Academy.

- **Hot drink machines** that provide high-quality coffee, tea and hot water. Provision has also been made for students to simply get an empty cup for use at cold water fountains.
- **Restricted payment methods** so that students must use a token to get drinks, rather than cash. This helps the school ensure student safety, by restricting access to the machines during lesson hours.
- **Full self-service** ensuring Madeley Academy can restock the machines as needed.

Vending Aid also service the two machines Madeley Academy have bought. The school can therefore call upon the engineers at any time should there be a fault and know that the machines will be looked after by experienced, knowledgeable technicians.

RESULTS

Vending Aid's dedication to customer service and the provision of machines that serve high quality drinks, gives Madeley Academy the refreshment options they are looking for. With the ability to restrict usage of the machines during lessons, as well as the provision of both caffeinated and decaffeinated quality hot drinks, the refreshment needs of staff and students alike are met.

By purchasing the machines, Madeley Academy manage the restocking and resupply of the machines inhouse as needed, giving them the flexibility they need to work around school life.

With a large number of staff and students making use of the machines on a daily basis, the reliability of these machines is of utmost importance, and while mechanical issues do arise, they are dealt with quickly and efficiently by Vending Aid's team of expert technicians.

CONCLUSION

When presented with Madeley Academy's requirements, Vending Aid were able to identify and propose suitable solutions. Their knowledge of the vending industry, and their commitment to providing excellent customer service, has resulted in a business relationship that has lasted over a decade.

"What I have liked working with Vending Aid from the outset is their treatment of you as a customer. Starting when you first arrive onsite, you get to know the staff, so the people we met there are the people we work with at the Academy.

When you phone up, you get the same people over many years, including Joyce who is always brilliant. She makes sure that any issues are resolved quickly. Over many years you will speak to the same, real people, which means you get consistency of service. It pays dividends."

Jonathan Boyle - Deputy Head Teacher

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



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