

# The Croydon

## Background

Croydon University Hospital provides a range of healthcare services across the borough of Croydon, along with being a teaching hospital for postgraduate medical students. They have more than 500 beds and provide care to around 27,000 planned care individuals, 41,000 people admitted for emergency hospital care, 350,000 outpatients and have nearly 120,000 people visiting their Accident and Emergency department each year.

## Business Challenge

The hospital were experiencing problems with their vending machines; including outdated machines, poor drink quality and lack of options. Whilst the cold drink machines were also outdated and fitted with old coin mechanisms so would not accept newer versions of coins.

They also had poor product availability, with empty product selections on the most popular products, meaning dissatisfied customers and lost sales.

## Solution

We replaced the old coffee machines with our signature range of Café Amore machines, bringing the hospital high quality drinks and a comprehensive menu to suit the needs of today's customer. As well as renewing the machines, our initial site survey identified that snack machines would be great in certain breakout and waiting areas. The customer agreed to introduce these to the hospital and has found that they are a great additional revenue stream for the hospital.

Along with installing new machines with a more modern look and feel to really draw attention, we also introduced new technology to the machines in the way of 'Guaranteed Vend' which ensures that the user either gets the item selected or their money back.

The hospital had advised that the changeover needed to make as little disruption as possible, so our London Account Manager supervised the whole operation, ensuring that the customer experienced a smooth and pain free transition. Also with the poor availability that the customer experienced previously, we assigned a dedicated operator to the area to ensure that the machines are always full and functional.



“The level of attention paid to each and every problem has been well dealt with. Refreshment Systems have provided us with a comprehensive solution and a exceptional service that has reduced pressure on the catering department”

**Catering Manager, Croydon Hospital Trust**



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