

Press release

Geislingen an der Steige (Germany), 18 May 2021

“Proven Excellence around the Globe”

WMF Professional Coffee Machines expands its service strategy

Customer satisfaction, economic success and smooth operations – these are the cornerstones of the new international service strategy of premium manufacturer WMF Professional Coffee Machines. With over 800 of its own service employees across eleven countries and a further 100 service partners, WMF is in a position to supply comprehensive services to the highest levels of quality in every corner of the world.

With a total of 1.2 million active coffee machines globally, today around 85,000 customers count on the services of the global network. The coffee concepts characterising WMF's international clientele are extremely individual and tailored to the consumption and drinking culture in the different countries. That said, they all have one thing in common: the demand for consistently high coffee quality and process reliability. For that reason, Christian Nolte, Vice President Global Service of the WMF Group, and his team have developed a globally standardised basic portfolio that can be perfectly adapted to local customer needs using optional elements. “There's nothing more important to us than giving our all every day so that we can learn and grow. We have therefore further developed and harmonised the already very successful WMF service model to make it more international. We want to help WMF customers across the globe to generate the greatest possible success from their coffee machines throughout the entire lifecycle of their appliances,” says Nolte.

The new offering focuses on the three main challenges faced by WMF customers on a daily basis: customer satisfaction, economic success and smooth operations. To continuously increase end-customer satisfaction, the team firstly concentrates on maximum machine availability combined with consistently high coffee quality. Secondly, they offer various services to support economic success: WMF monitors the machines so that they last as long as possible, thereby protecting the customer's investment. The ability of customers to plan follow-up costs is also a key factor. Depending on the business case, service models such as “pay per cup” or “as a service” come into play here. The third aspect relates to the challenges of day-to-day business, and above all issues such as personnel shortages and stringent regulations regarding hygiene and occupational health and safety. To enable customers to overcome these hurdles in daily operations, WMF offers operating and serving concepts, for example, which ensure a high degree of process reliability and flexibility. “Our solutions are always developed with end-customer satisfaction in mind and with the aim of helping our customers achieve economic success and ensuring that their day-to-day operations run smoothly. With all the services we offer, our objective is therefore to support our customers in their business plans and be a strong and reliable partner,” Nolte sums up.

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Global service, local partners, digital tools

The global WMF service network is made up of its own national subsidiaries and external service partners. “We work together with the best local partners and provide them with the best support that the industry can offer – whether in terms of technology, spare parts, digital tools or, of course coffee expertise,” adds Nolte. With regard to digital tools, the WMF CoffeeConnect telemetry platform takes centre stage. With approximately 65,000 networked machines around the world, WMF is laying the foundations for huge productivity and efficiency gains – for example by means of detailed analyses, process optimisations or real-time monitoring. But that’s not all: WMF CoffeeConnect is currently by far the biggest telemetry network in the industry – and is growing rapidly. Remote and video support also should not be overlooked as key technical aids in the service repertoire. What’s more, technologies such as augmented reality are being implemented in some customer projects, where they are being tested to see how they could be applied more broadly.

WMF Professional Coffee Machines brings together 100 years of coffee, process and technological know-how in commercial settings. Thanks to the launch of this international service strategy, customers from all over the world can now benefit from the coffee expertise of the global market leader.

Image requests

You can find images on our media portal <https://press-n-relations.amid-pr.com> (search term “WMF_GlobalService”).

Further information:

WMF Group GmbH
Eva Gold
Senior Manager Global Brand &
Communications
GBU Professional Coffee Machines
Eberhardstraße 35 – 73312 Geislingen,
Germany
Tel.: +49 73 31 25 8589
EGold@wmf.com – <https://www.wmf.com>

Press and public relations:

WMF Pressebüro
c/o Press’n’Relations GmbH
Monika Nyendick
Magirusstraße 33 – 89077 Ulm, Germany
Tel.: +49 731 96287-30
wmf@press-n-relations.de
<https://www.press-n-relations.de>

About the WMF Group

For over 160 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. The company, based in southern Germany, is a global market leader in the Professional Coffee Machines (PCM) sector. With the aim of being the first choice worldwide for professional coffee solutions, the “made in Germany” quality seal combines premium products and innovative strength with peak performance and reliability.

At the core of the WMF PCM solutions portfolio is a clear message: Designed to Perform. The business unit from Geislingen an der Steige has just the right concept for every business model in the coffee sector – from high-performance fully automatic machines for coffee specialities and filter machines right through to fully automatic portafilters and innovative digitalisation concepts. Moreover, national and international customers alike benefit from high-quality consulting and service, based on the largest in-

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house service organisation for professional coffee machines in Europe. Regular training courses in the WMF training centres ensure that this expertise is continuously passed on to the entire global WMF service network.

At the end of 2016, the WMF Group became part of the French Groupe SEB consortium. In this context, all B2B brands of the Group were recently brought together under the umbrella “SEB PROFESSIONAL”. In addition to WMF PCM, the umbrella brand also includes Schaerer and Wilbur Curtis coffee machines as well as the business division Professional Hotel Equipment with the brands WMF Professional and HEPP.