

Is Your Workplace Café Socially Savvy?



Thank you for attending the NAMA 2017 CTW and Our Panel Discussion
“Is Your Workplace Café Socially Savvy?”

What Did We Learn? Here are some key take-aways from your Panel to help you sell this concept to your current or prospective customers:

- According to *Forbes*, by 2020, Millennials and GenZ will make up 60% of the workforce, and individuals within this generation will be starting and managing their own companies more frequently.
- The primary offering should be free or deeply discounted high-quality coffee, so it feels like a REAL benefit to employees. A successful café needs to **create a coffee house experience**, with attendant “sights” and “smells” – namely, espresso machines, bean-to-cup brewers, even cold brew options if the employee demographic warrants it.
- Furnishings should include comfortable furniture that are conducive to meetings or relaxation for employee breaks.
- Technology can include iPads, Ethernet ports, charging stations for mobile devices, etc. The tablet at the high counter/bar (Media information and expedited service), with a charging port (convenience) and digital ads (suggestive selling) all lead to engagement that was before unseen or not captured.
- Cafés offer other benefits to employers, such as marketing campaign messaging, employee communications, job postings (HR), and click-throughs to company-owned digital marketing tools (such as websites and social media platforms).
- One employer who created an “Internet Café” has reported employees walking past other company-owned micro markets to work or relax or work in the Internet Café. As a result, that Café has become the highest grossing market on their premises.
- Workplace cafés have resulted in a quantifiable increase to employee morale and collaboration.
- **LEGAL PERSPECTIVE:** Regarding devices, make sure you give the employees a “game book” of the rules on proper behavior and protocols while using the benefits of the workplace café. Such as:
 - No pirating or copyright abuse,
 - BYOD policy, incorporating other policies such as the anti-harassment & discrimination and the social media etiquette policies;
 - No working “off the clock” for non-exempt employees, and
 - Data protection practices (e.g., stronger passwords & auto-locking of device).
- Really just need to balance security, compliance and privacy concerns.
- Among those employers who really embrace this concept, they will see employees who are running to the company café and collaborating with co-workers rather than running to the corner coffee shop. They will see empowered employees who are stitched into the fabric of the employer’s culture. They will see also incubators for even greater productivity and profits.

For More Information, Contact Your Panelists Directly



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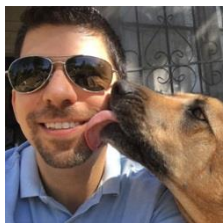
For 16 years, Heather has concentrated her practice in employment and labor counseling and litigation. Her clients operate across the U.S. in many industries, including vending where Heather has been a NAMA Knowledge Source Partner for well over a decade.



John Healy

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John Healy, a traditional marketing, PR, digital and social media marketing firm. He is also cofounder of [Vending Marketer](http://VendingMarketer.com), a digital and social media marketing agency designed specifically for owners and operators in the vending, OCS, workplace café, and micro market segments of the industry.



Steve Orlando

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Steve Orlando is the Co-founder of Fix™, and a former Micro Market, Vending and OCS operator for the greater part of ten years in the Phoenix, AZ market and a 2016 Pro's to Know awardee.

Moderator



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Greg McCall is the Senior Vice President of Sales & Marketing at Five Star Food Service, a full-service food and beverage provider with over 5,500 customers.