



Enhanced Website Drives The Coffee Bean & Tea Leaf's Online Sales

Client

With more 300 locations throughout the U.S. and 19 other countries, The Coffee Bean & Tea Leaf is a major retailer of coffee, tea and custom beverages. It is the world's largest privately held coffee and tea chain.

Executive Summary

As The Coffee Bean & Tea Leaf sought to continue building on its impressive history of growth, the company needed to enhance the design and e-commerce capabilities of its website. CBTL brought in The Revere Group to deliver a redesigned website that is fully aligned with the company's increasingly complex financial and operational processes.

Business Challenge

The design of CBTL's website had become outdated and needed to be refreshed to appeal to the company's sophisticated target market. CBTL also sought to enhance its e-commerce capabilities to support growing online and mail-order sales.

Solution

Revere's team worked closely with CBTL's business and IT heads to identify ways for the new site to be fully integrated with the company's back-office operations and marketing efforts. Revere designed and implemented a site that is easy to navigate and features a user-friendly online ordering system.

Results

Revere's team drew on deep expertise in interactive site design to create a site that facilitates the online shopping experience and provides valuable information about CBTL's stores and products. By using AbleCommerce's powerful e-commerce software, Revere was able to seamlessly integrate the site with CBTL's warehouse and distribution systems.



For More Information

For more information about The Revere Group's services and solutions, call 888. 4REVERE.

About The Revere Group

The Revere Group is a North American Business Unit and a majority-owned subsidiary of NTT DATA, a multinational organization.

Founded in 1991 and headquartered in Chicago, The Revere Group is a leading global business and IT solutions consultancy that specializes in assisting high performing mid-tier and fast growing companies. Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success. Revere focuses on five key business challenges to increase your business agility and bottom line results:

[Operational Efficiency](#), [Analytics and Collaboration](#), [Interactive](#), [Enterprise Platforms](#) and [Managed Services](#).

For more information about The Revere Group, go to www.reveregroup.com.

The Revere Group

Service Excellence

The Revere Group is a leading global consultancy dedicated to delivering business and IT solutions. Revere focuses on helping organizations improve their financial and operating performance through the combined application of technology, people and process.

In an industry marked by innovation and change, organizations can look to Revere for its senior consulting model, strong business and technology expertise, and client-focused project management methodology.

In addition to providing clients with world-class solutions, Revere is dedicated to the highest service standards. Vast experience in providing end-to-end solutions in diverse industries and platforms means Revere can deliver measurable results and exceed expectations. Additionally, knowledge and expertise with proven onsite, offsite and offshore methodologies and execution processes has established Revere as an industry leader in the marketplace.

Industry-leading Outcomes

Revere brings vertical industry market knowledge to help Healthcare, Manufacturing & Distribution, Entertainment, Financial Services, Insurance and Private Equity clients succeed with their unique business objectives.

Think. Build. Source.

As your trusted advisor, Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success.

THINK – Companies continually face the challenge of aligning their business objectives with their IT strategy. An effective roadmap with a strong business case delivers a path to achievable goals with measurable results. Revere helps identify and link people, process and technology, bringing clarity to your business and IT initiatives.

BUILD – A successful implementation is the driving force behind all that Revere does. We deliver the right solution on time and within budget. Disciplined project management skills and business aptitude ensures the success you rely on.

SOURCE – The right balance of sourced functions can improve your IT service levels and return on investment, allowing you to more effectively meet your business needs. Revere helps identify a strategic sourcing model based on internal capabilities, external resources and cost.