


# Growing Without Compromise



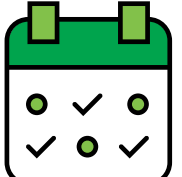
“Having a combination of tasting coffees in house as well as collecting all data through telemetry, I think, is the only way that you can be really sure that your product is good and consistently good”

— Ted Longden, Coffee Coordinator


## Key Success Metrics




Enabled **quality scaling** during growth from 8 to 20+ houses.



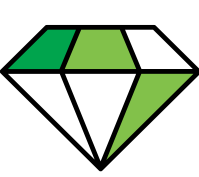
Empowered head baristas with data to foster ownership




Decreased **machine downtime** through **proactive maintenance**



Created **data-driven training insights** to identify needs and reward



Achieved over **95% "shots within range"** consistency at top-performing houses



Improved the **feedback loop between the roastery and cafe teams**

## Company Snapshot

- **Name:** WatchHouse
- **Location:** London, Bath (UK) & New York City (USA)
- **# of Houses (locations):** 20+
- **Specialties:** High-standard hospitality, coffee, and food with a focus on scaling quality and culture
- <https://watchhouse.com>





## The Challenge

WatchHouse experienced explosive growth, expanding from 8 to over 20 houses. The critical challenge was scaling their culture of high-standard coffee and hospitality without compromise, a task made difficult by anecdotal and often "hazy" feedback from their shops.

**“Instead of just saying, 'Oh, we feel like the consistency of drinks is lower because we saw these reviews'... this is kind of anecdotal way of doing it”**

— Ted Longden, Coffee Coordinator

- Training needs were difficult to identify with certainty
- Maintaining quality standards during rapid growth was a key risk
- Equipment maintenance was reactive rather than proactive



## The Turning Point

During a trial, Coffee Coordinator Ted Longden saw the power of combining sensory checks with hard data. By cross-referencing Cropster Cafe data with their roasting platform, WatchHouse gained clear, actionable insights into team performance, identifying specific training needs and celebrating top performers with confidence.

**They needed a system that would:**

- Identify specific training needs for individuals and teams
- Ensure quality standards could be maintained during rapid scaling
- Empower local teams with data to foster ownership



## The Solution

With Cropster Cafe, WatchHouse now verifies all feedback with real-time data, enabling a more effective feedback loop with the roastery. They track consistency metrics, use data to schedule proactive maintenance to reduce downtime, and are empowering head baristas with direct data access.

- Data-driven training to identify needs and celebrate high performance
- Proactive maintenance scheduling, which has significantly reduced downtime

**“Go for it and adopt it early... having something that's actionable is really key to growing sustainably and growing both size but also in quality, which is really important to us”**

— Ted Longden, Coffee Coordinator