



· GREAT GROUNDS ·

COFFEE SHOP

Filter	Insights	Actions
Positive mentions	Yummy! – Jim’s Challenge – Morning – Sundays – Gingerbread latte –	- Promote how tasty our coffee is - Promote Jim’s Challenge - Research morning coffee vibes and market it.
Negative mentions	Peppermint Latte – Pricey – Music – Accidents – eggnog	- Promote Gingerbread late as people’s favorite. - Take Peppermint latte off the menu and offer complainers a free coffee. - reduce the price by 10% if possible - offer free replacements for people who lose their coffee to accidents - bring eggnog coffee back for the holidays