

# Customer case

## De Jong DUKE



**GetyourStudio**  
all-in-one video studios

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## Technical support and training from the Video studio

Each day in Europe and the US, many people drink coffee, tea, and other hot beverages from an office coffee machine without being aware that the coffee is being brewed on Dutch equipment. After all, coffee suppliers have their brands on the machine. These machines are produced by a Dutch firm called De Jong DUKE. This family-owned business, established in 1897, has consistently produced cutting-edge coffee makers. The company is one of the fastest-growing companies in the Netherlands and the US. They have received awards for various products, including the Red Dot Award, the iF Design Award, and the European Design Award for the Nio.



Customers of De Jong DUKE are supported and trained by Jelle Servaas and Kenny Stuy van den Herik. These clients include selling the machines in their service offerings to the final client. Their business model includes the coffee maker. Companies that employ coffee machines to provide workers and visitors with coffee are the final consumers or users.



### Live streaming support

Throughout the Corona era, video help for customers proved to be vital. They began by using a laptop equipped with a webcam. They chose GetyourStudio after soon realizing they needed a more professional solution. The company now offers training and support from the video studio. It seems that this visual communication is really effective. Even though De Jong DUKE's equipment is built to last a very long time without issues, being "hands-on at the location" is still essential. For example, a proper connection is required during installation, and the mechanic can adjust. Mechanics in this industry are scarce. The majority of the guards are retired, and the new guard likes to learn through videos. In the event of a malfunction or if an on-site technician cannot fix it, Kenny and Jelle can offer assistance from the studio.

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### Durable train

"Coffee is a unique product that involves a lot," says Jelle. "We simplify a difficult process for our clients. Actually, similar to how GetyourStudio has made creating videos simple," Kenny jokes. "The video studio also helps us enormously in giving training," Jelle continues. "You now have so many calendars that need to line up if you want to provide training. That can be challenging at times. It is far more effective to produce training videos and provide them on a closed platform. The client can arrange a training time that works with their schedule. It perfectly fits De Jong DUKE's plan to create and conduct business sustainably. Video training is efficient and, most importantly, saves a lot of time, money, and CO2."



### Just doing

De Jong DUKE started training and support from the video studio as a necessity. Neither Jelle nor Kenny had a background in communication or video. Kenny was a seller in a different industry, and Jelle worked for years as a technician on similar machines. "We had no experience in video production before we started working with the studio here," said Kenny. "The equipment is easy to operate by ourselves. You just have to start, and then things are getting better and better. Our ambition is to have modular training this year. For that, we need to make about 40 videos here make this studio. During the open house for our 125th anniversary, staff could see the studio. Of course, the explanation video was recorded right there, in the studio itself. That also saved us from telling the same story over and over. That same day, we used the studio to broadcast to the entire staff."



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### Green Screen

"The great thing about the studio is that other departments will also use it," Jelle continues. "We now have a Green Screen option that is important for our product manager of the ConnectMe platform. The platform allows us to access our machines remotely. Almost all machines we currently produce have this module or are prepared for it. This platform can inform our customers about the status of the machines and receive e-mail notifications for error messages or warnings. As a result, our customers can provide faster and more accurate service to the end customer. This end customer experiences fewer malfunctions and can even see real-time images, videos, and text on the screen. This makes the coffee machine a means of communication with the coffee or tea drinker. Handy when people have something to report or celebrate in the office. This platform needs a dedicated training environment, hence the green screen. Just like the weatherman, the trainer is now, as it were, on the computer screen to explain. It works enormously well and adds a professional shine."

### Sales support

"In our market, the first contact moments always remain personal," Jelle and Kenny indicate. "If more Technical know-how is needed in the sales process, or people want to discuss the possibilities, contacting the head office and the studio is just as effective as impressive. Instead of a head on a laptop screen, the customer sees a product expert in a video studio. We can therefore zoom in on details and show how our patents have been translated into our products. For example, we can clearly demonstrate what makes our 'BaristaTwist' unique as a patented system. As trainers, we don't know how this will develop further, but in addition to training and support, video will also be important in sales. Thanks to Getyourstudio, video technology is no longer a barrier."

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