

# Nespresso Increases CVR of Recommended Coffees by +18% Through its Interactive Quiz



Premium coffee brand Nespresso helps customers find the perfect new coffee to try based on existing tastes and preferences with Monetate Product Finder.

## +18% increase in CVR of Recommended Coffees

### Overview

Founded over three decades ago, premium coffee brand Nespresso has revolutionized coffee drinking. Known for its elite coffee machines and robust, flavorful coffee capsules, Nespresso is committed to helping customers celebrate and enjoy drinking coffee.

While customers habitually purchase their favorites, Nespresso wanted to encourage customers to try additional coffees from their product line. The Digital Team launched an interactive 2-minute online Coffee Quiz with Monetate Product Finder to recommend new coffees to customers based on intensity, flavor notes, and other individual preferences.

"As a brand, we want to continue improving and enhancing our customer experience by educating customers about coffee. Nespresso coffee drinkers know what they like, so it's our job to expose them to new coffees by understanding what they like and how they experience coffee."

**JENNY DENHAM**

*Digital User Experience Manager, Nespresso*

## Background

Nespresso wanted to improve the customer experience and 1-to-1 engagement on its retail site.

The digital team also suspected that they could increase a customer's basket size by finding an innovative way to recommend new coffee flavors for customers to purchase.

By basing these new coffee recommendations on existing coffee preferences, Nespresso's goal was to encourage customers to purchase these new coffees, in addition to their favorites.

"As a brand, we want to continue improving and enhancing our customer experience by educating customers about coffee. Nespresso coffee drinkers know what they like, so it's our job to expose them to new coffees by understanding what they like and how they experience coffee," stated Nespresso Digital User Experience Manager Jenny Denham.

Nespresso also wanted to encourage online customers to learn more about coffee through education.

Therefore, to boost education and engagement and to encourage customers to buy new coffees, the team built and launched its 2-minute interactive Coffee Quiz with Monetate Product Finder.

## The Approach

With Monetate Product Finder, Nespresso's Digital Team created a curated, interactive product journey for each customer who completed the Coffee Quiz.

Depending on user input, the Coffee Quiz helps customers "discover their perfect coffee match" by answering 3 questions covering such coffee preferences as:

- **Liking coffee served black or with milk**
- **Wanting anything extra from the coffee (flavors, caffeine, vitamins, etc.)**
- **Type of capsule required based on Nespresso machine**

Depending on the responses to the questions, a different set of Nespresso coffee capsules are recommended to the customer for further exploration and purchase.

"Besides playing coffee matchmaker, we also rely on the Coffee Quiz to help us educate our customers about various coffees. For example, intensity in our industry does not refer to the amount of caffeine in coffee. Instead, it speaks to the taste of the coffee," explained Jenny Denham.



In the Coffee Quiz, pop-up boxes are used to share further information about intensity, various tasting notes (woody, berry, etc.), and other relevant facts to guide customers to choosing the quiz inputs that best match their interests.

With the Coffee Quiz, Nespresso customers are encouraged to branch out and try new coffees. At the same time, since the recommended coffees are based on preferences, customers have confidence that they will like the new coffees. Therefore, they are more likely to add these new coffees to their basket for purchase.

Since its launch, over 50,000 Nespresso customers have interacted with the quiz.

Currently, the quiz has a completion rate of 42%. Over time, Nespresso is expecting these numbers to increase as more customers are finding the Coffee Quiz online. The Digital Team not only expects more people to take the Coffee Quiz, but they plan to expose the Coffee Quiz across additional pages of the website.

Nespresso has also seen a CVR of 18% across the coffees recommended from the output of the coffee quiz.

This CVR is higher than the CVR rate for the rest of the coffees on the Nespresso site. Therefore, the output of the Coffee Quiz is successful in encouraging customers to purchase the recommended coffees.

According to the Digital Team, mapping out the customer journey on the backend and identifying the coffees that would be recommended in each scenario was a bit of a lift, but the process of setting up the Coffee Quiz with Monetate Product Finder was easy.

"For our team, making sure that our product feed had the right information that the Coffee Quiz could reference and pull from was key in making sure we served the proper coffee recommendations to the customers. We recommend making sure the product feed has all the necessary information before building a quiz in Monetate Product Finder for the best results," said Jenny Denham.

Nespresso was also supported by Monetate's Digital Experience Consultant and Support Teams to make sure the Coffee Quiz was performing optimally on Nespresso's site.

## Looking to the Future

Moving forward, Nespresso has additional plans for the Coffee Quiz. The Digital Team would like to look at the differences in responses from existing customers vs. prospects.

Because prospects likely do not own a Nespresso coffee machine yet, the Coffee Quiz could be a valuable resource to measure intent regarding which coffee machines and even coffees are of interest.

The Digital Team would also like to add new coffees as potential recommendations to the Coffee Quiz to gain visibility for additional coffee capsules to boost sales.

