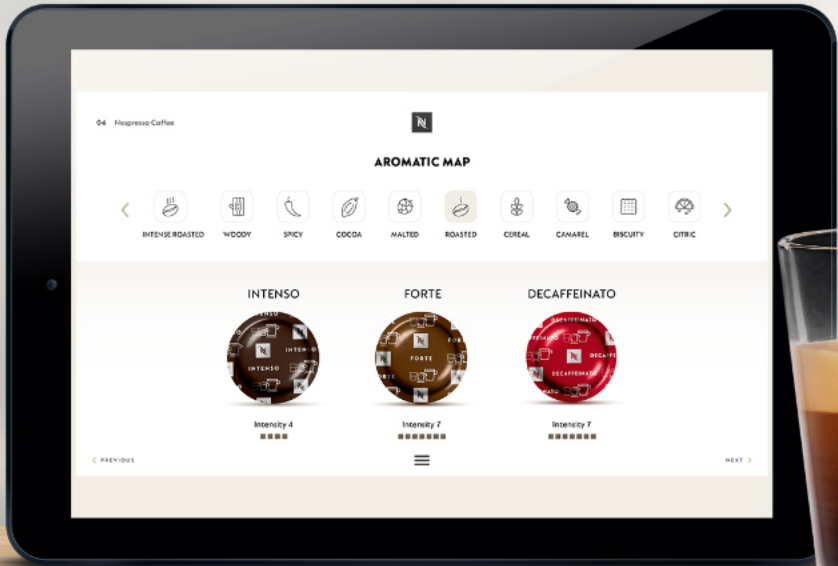


CASE NESPRESSO PROFESSIONAL

Allowing to design coffee experiences, not selling products. Easily building compelling business cases for our products in order to help buyers buy "conversion efficiently". Technology as an enabler to transform customer experience.



Supporting Nespresso Professional's move into the future of sales in this fast changing, digitized world, using state of the art technology to capture the imagination of their buyers.

THE CHALLENGE

To deliver a digital sales experience for the Nespresso professional sales community, that resembles the unique and stylish environment of a Nespresso Boutique, keeps the integrity of the iconic brand consistent, and allows for a content blend of both global and local flavours to support a convenient buying process that can accelerate deal-making at the same time.



THE SOLUTION

"A digital conversational tool with powerful simulators, supporting interactive and high value interactions with customers." In order to help buyers buy conversion friendly, the mobile solution SalesApprov provides a rich technology mix helping to deliver impactful messages and turning a complex and often challenging sales process into a strongly collaborative process to come to the right deal, as frictionless as possible.



SEEING IS BELIEVING

Bring an enormous advantage to your sales approach with our augmented reality software, make your buyers believe instantaneously

NESPRESSO AUGMENTED REALITY

Successfully achieving a new deal is often about momentum and carrying this positive vibe into the next stage.

For Nespresso the Augmented Reality feature confirms a proposed solution fits exactly in the buyers' physical environment, useful in a sales conversation as well as afterwards when the decision making team of a buyer can fit products & use the application themselves, stretching the dialogue beyond a sales talk.



TESTIMONIAL

"Useful and right moment, powerful tool, huge support to sales team, consistency to speech!"

Luca (MEA markets)
14/06/2021

WE DELIVERED



CO-CREATE

In our partnership, we co-create content, tools and solutions that answer the needs of the moment for an international audience of 30+ markets



APP

A 'love to use' Sales App that's quick, connected, seamlessly shares content & tracks realtime buyer activity.



CONVERTING STORIES

Captivating stories that enable Nespresso's sales community to shine and inspire their potentials, face to face or remotely.



DYNAMIC TOOLS

Dynamic applications, rigorously tailored to Nespresso's needs help overcome the precise challenges sales face everyday

A look into our platform and the amazing tools we have created over a 5 year partnership with Nespresso.



WATCH VIDEO