

Case Study

Nespresso's Recipe for Success in Digital Customer Management



At a glance

Company

Nespresso Deutschland GmbH
www.nespresso.com

Industry

Food

Key figures

Approx. 1 million customer inquiries per year. Increase in customer satisfaction by 16% per year since the beginning; NPS increased by 10 points.

USU solution

USU Knowledge Management
7.3, USU Chatbot

Challenge

The existing document repository based on SharePoint was unable to meet the increasing demands for up-to-date, high-quality service information available via many channels. A modern and central knowledge database was therefore to be established that would act as a "single source of truth" and provide all service content in a proactive, needs-based and process-oriented manner. The user interface should be designed in such a way that even new service agents can find their way around immediately.

Solution

Experienced Nespresso employees, including a technician and a quality manager, supported the design and introduction of USU Knowledge Management. The careful selection and migration of around 700 important knowledge documents was particularly important in order to provide the agents with up-to-date and relevant information at all times. The project team structured the user interface in such a way that it consistently mapped the real service cases in order to provide knowledge quickly and in line with the processes.

Result

Nespresso was able to significantly increase central KPIs with the help of the new integrated knowledge database. For example, the training time for new service agents was reduced from 3-4 weeks to 3 days and customer satisfaction was improved by 20 percent. The Net Promoter Score also rose from under 20 to up to 48. The high degree of document updating is ensured by intelligent feedback and task functions with minimal maintenance effort. The Nespresso chatbot also noticeably reduces the classic call volume.



Source: Nespresso

“ In recent years, we have been able to successively optimize the way in which knowledge is developed and processed with the help of our strategic technology partner USU. We have consistently synchronized complex service knowledge and our processes - everyone benefits from this today: not only the service teams in the boutiques and call centers, but also the service technicians on site, and especially our customers.

Patrizia Ledermann-Gerosa, Enterprise Support Specialist – Nespresso Germany.

Central knowledge base as a “single source of truth”

Today, Nespresso is the global reference in the portioned coffee segment. Since its beginnings in 1986, Nespresso has continuously developed innovations to offer customers all over the world coffee experiences of the highest quality. Excellent customer service has always played a central role in this. Increasing demands from their discerning customers and new technical possibilities for the transfer of service knowledge led those responsible at Nespresso Germany to decide to expand the previous document storage system based on SharePoint with a central integrated knowledge database. The aim was to provide all service teams

at the head office, the boutiques and the service technicians with a quality-assured and always up-to-date knowledge base as a “single source of truth”. This knowledge should also be uniformly accessible on a wide variety of channels, e.g. via an intelligent chatbot. This was also intended to further increase the satisfaction of the service teams and customers. Following a comprehensive market evaluation, USU came out on top with the most powerful offering. An important aspect was that USU Knowledge Management was already able to map all requirements in the standard version.

Service knowledge integrated into the process

The project team, consisting of experienced service professionals at Nespresso and USU, started with the aim of consistently synchronizing the diverse service content and service processes and thus aligning them with practical benefits. A decisive element in this was the user interface of the knowledge database. As a result, the knowledge was structured exactly as the service agents needed it. Regardless of whether it is a fault diagnosis, a repeat order, spare parts or a recommendation - the structure of the interface picks up on all of this directly, so that even new service agents can find their way around immediately. A number of USU functions were used for this structuring, such as collapsible areas, conditional documents, guided dialogs, document info objects, questionnaires, etc. The content of around 700 documents was revised and migrated as knowledge documents. Another important aspect was keeping the content up to date. The decision was made to integrate the marketing

information so that, for example, the current prices for coffee machines or new promotions can be viewed at any time. Intelligent feedback and task functions are also used to update or create new knowledge documents within 48 hours if necessary.

Positive practical effects and an award

Nespresso has implemented the way in which knowledge is processed, transferred and used for active customer communication to a particularly high degree. Due to its practical success, the coffee specialist received the USU Knowledge Award in 2022. Through the intelligent use of knowledge management technologies, Nespresso was able to significantly improve important service KPIs. Not only did the first-time resolution rate increase significantly, but

the customer satisfaction rate also rose by 20 percent. Overall, the response and solution processes were accelerated thanks to the ergonomic system interface, which offers and delivers context-related content in a clear manner. In addition to the aforementioned functions, calendar content and visual representations such as pictograms, newsboards and tag clouds also contribute to better navigation. There are also very positive effects in the training of existing service agents and the onboarding of new ones. The training period has been reduced from 3-4 weeks to 3 days. Last but not least, the new chatbot on the Nespresso website, which also accesses the content of the knowledge database, promises to reduce the workload.



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