



Nespresso YourTime

NESPRESSO®

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GALA AWARD EVENT • THURSDAY 8 DECEMBER 2011 • ICC GHENT



THE WORLD IS OURS

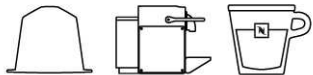
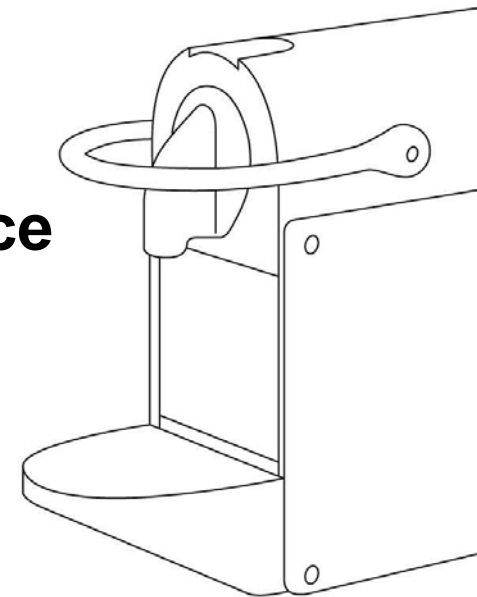
TO PRESERVE • TO EXPLORE • TO DEVELOP



Agenda



- 01 Nespresso in a nutshell**
- 02 New challenges in e-commerce**
- 03 Our Solution**
- 04 Results and Next steps**



Nespresso in a nutshell



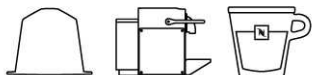
Perfectly portioned
highest quality
Grand Cru coffees



Smart and easy
to use machines



Personalised
exclusive services



Nespresso in a nutshell



Boutique



33%

Internet / Mobile

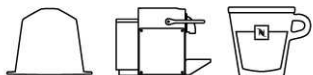


51%

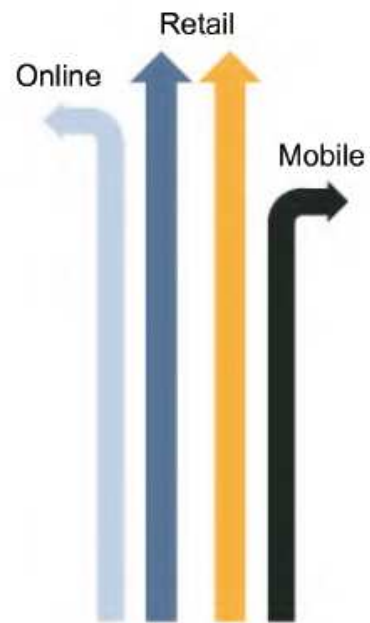
Call Center



16%



Changing Consumer Behaviour



FASTER

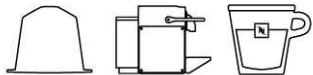
MORE FLEXIBLE

When

WHERE

How

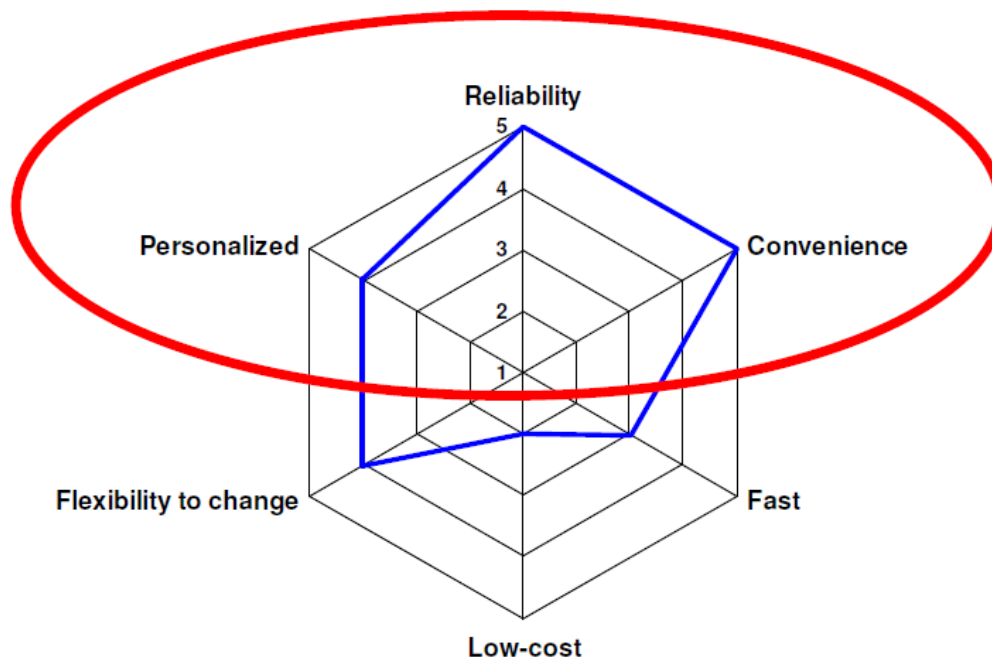
SERVICES AS INTEGRATED PART OF THE SHOPPING EXPERIENCE



What Nespresso customers want



1 Low ... 5 High

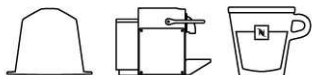


Most important

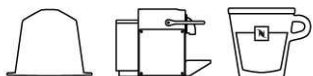
- 66% - Delivery by appointment, at my choice of time
- 62% - Collection of used capsules via all delivery modes
- 59% - Track my order during process

Less important

- 47% - Order pick-up in boutique
- 35% - Express home delivery
- 30% - Automatic monthly order



Nespresso YourTime

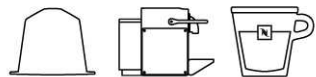
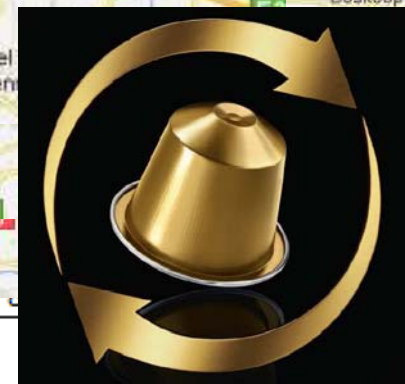


Nespresso YourTime?



- IT Setup
- Timeslot delivery
- Price setting
- Track & Trace (NL) back office
- Track & Trace (NL) front office
- Swap of Recycling bags

The screenshot displays a delivery management interface. On the left, a vertical list of time slots is shown, with the 10h00 - 12h00 slot highlighted in yellow. The main area features a map of the Netherlands with a highlighted route. A pop-up window titled 'Route 37' shows the current time as 14:33 and provides details for the next stop: 'Volgende stop: 7', 'Chauffeur: W3950', and 'BadgeNr: W3950'. The map includes labels for various locations like Den Haag, Voorburg, and Zoetermeer, as well as road numbers like A4 and A12. A Nespresso logo is visible on the map.

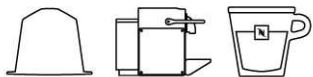
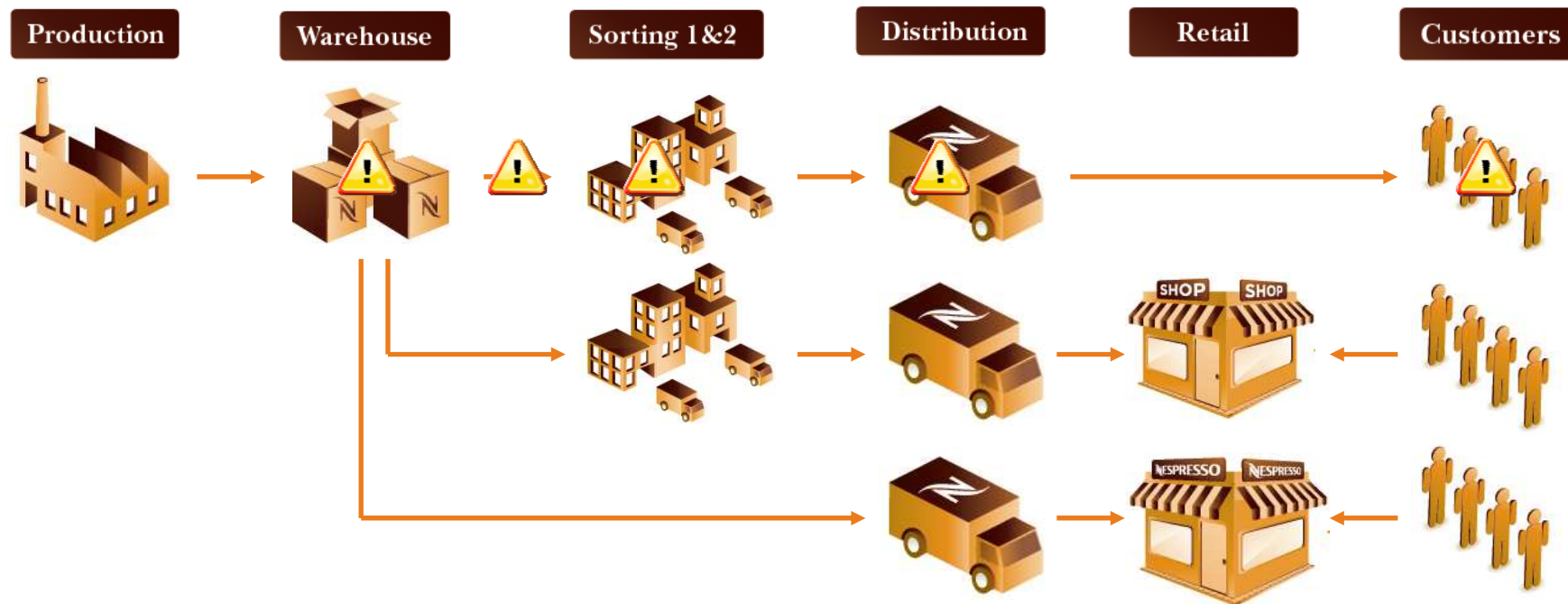


Challenges at beginning of project

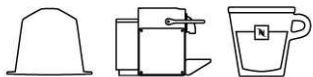
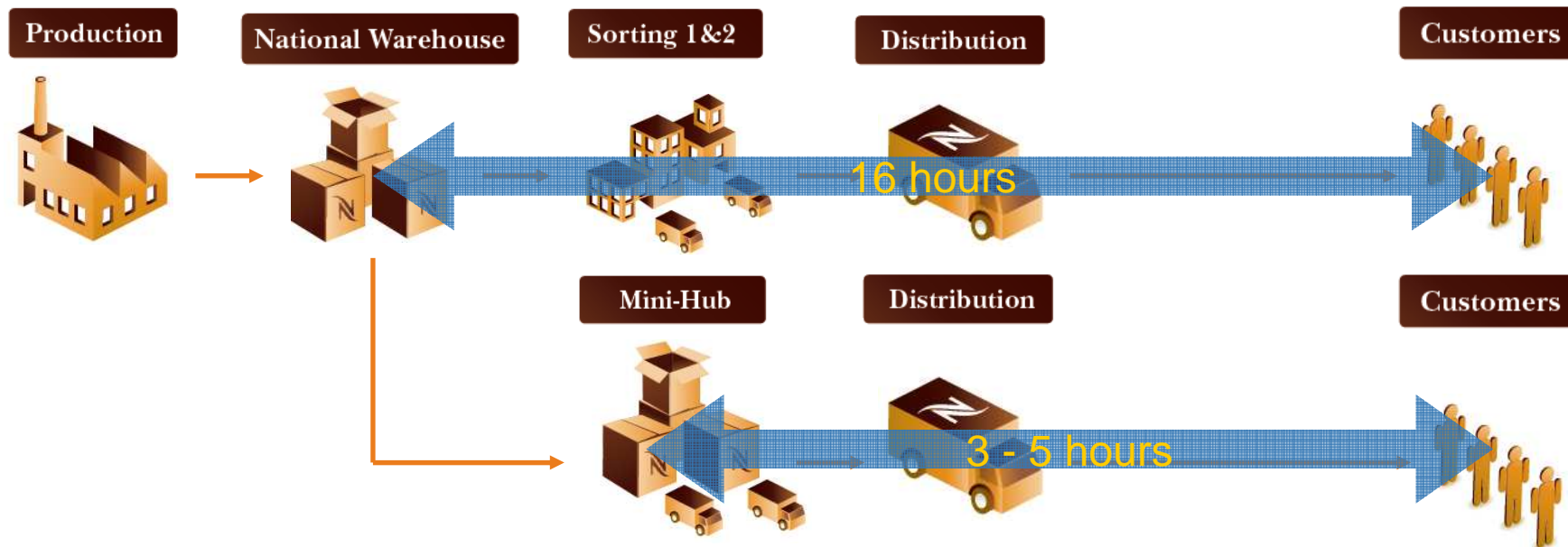


Need for a flexible and agile supply chain

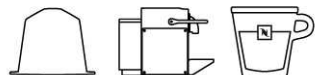
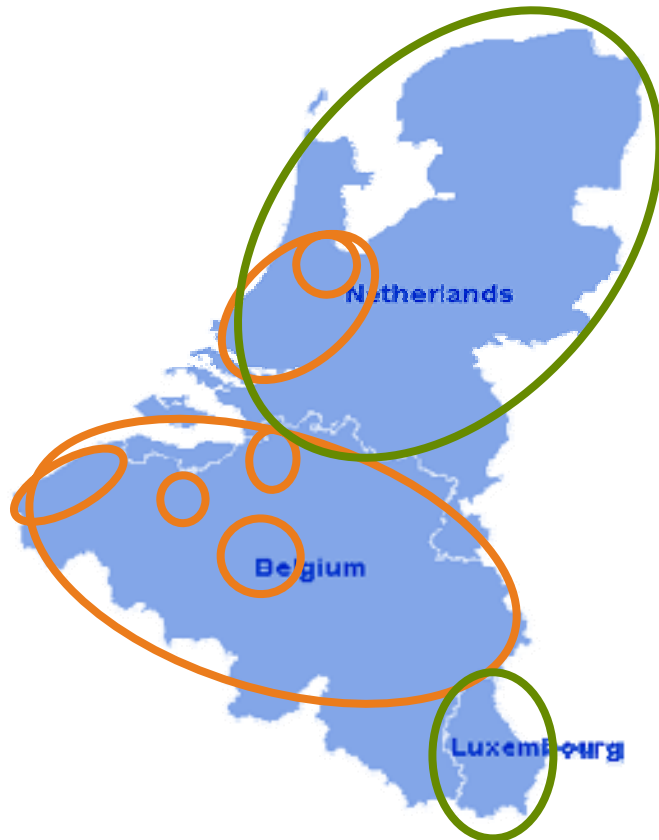
Same ~~Supply chain~~ ~~typical~~ ~~lead times~~



Supply Chain Setup



Roll-out

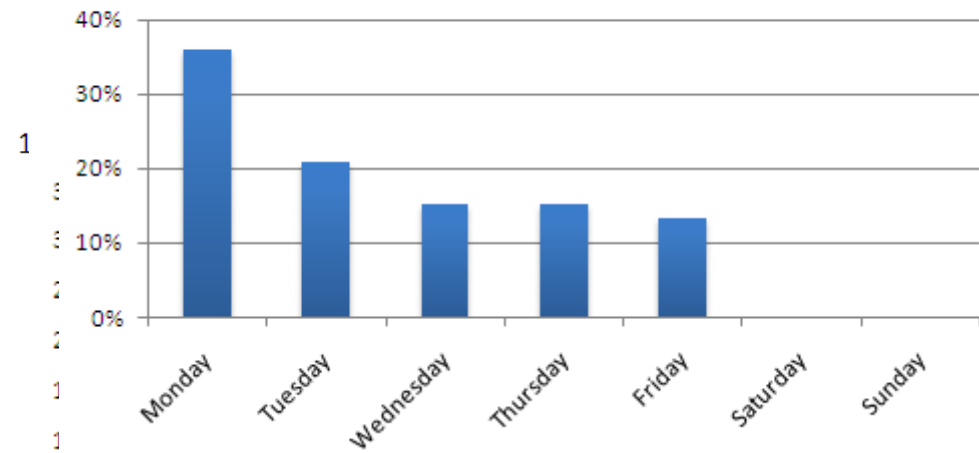


Project results

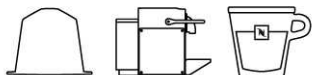
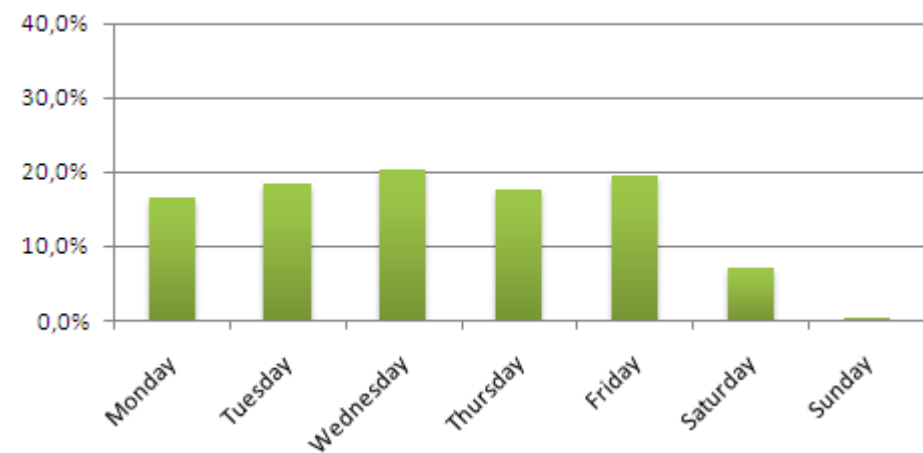


- High customer satisfaction
- Timeslot popularity
- Balance workload / capacity in WH
- Increased order size

Workload Standard WH



Workload NYT WH



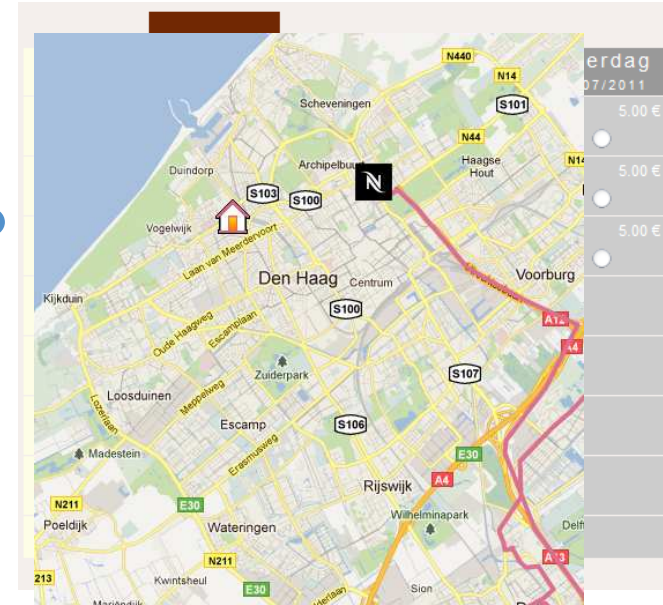
Conclusion



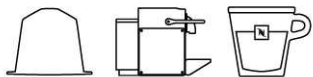
Your *Time*

Your *Place*

Your *Way*



And all this for only 5 € extra!





Thank you for your attention!

