

A man with short dark hair and a goatee, wearing a dark blue polo shirt, is smiling and looking towards the left. He is in a cafe or office environment with a green wall, a potted plant, and a coffee machine in the background.

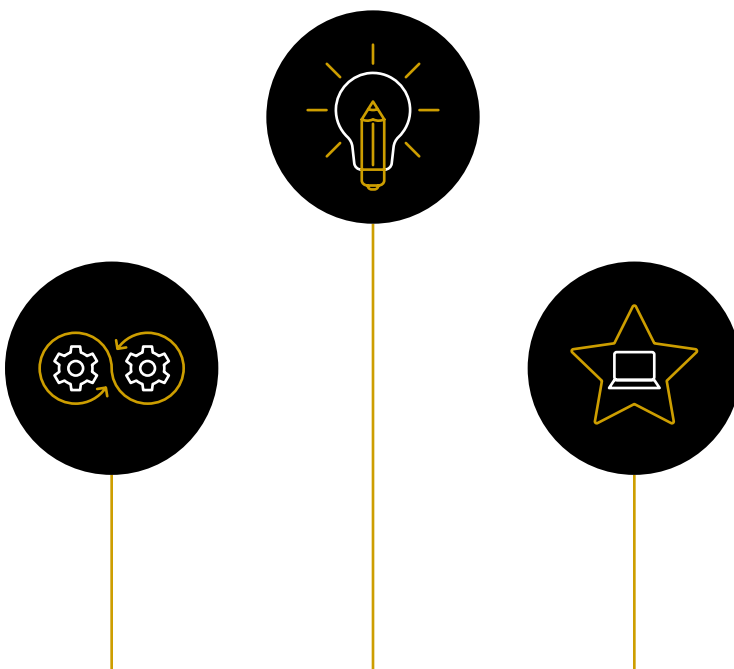
**NESPRESSO**<sup>®</sup>  
PROFESSIONAL

# 5 APPROACHES

TO HELP YOUR BUSINESS  
INNOVATE IN 2021



There's no doubt that for many customer-facing businesses, 2020 was a tough year. However, some have used their **agility, creativity and expertise** to thrive despite these challenges.



So, let's take a look at the most effective solutions implemented by industry leaders, and find out how you can use them to

**optimise your offering in**

# 2021...

TIP 1:

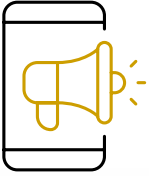
# IMPROVE YOUR ONLINE PRESENCE



In 2020, businesses were required to swiftly adapt their offering to meet the shifting needs of consumers. We saw restaurants offering comfort food<sup>1</sup>, theatres transitioning to online streaming services<sup>2</sup>, hotels hosting virtual events<sup>3</sup> and fitness centres delivering online workout classes.<sup>4</sup>

**Many businesses have had to switch tactics to provide their service digitally<sup>5</sup>.** It is anticipated that digitalisation will grow in popularity and in order to take advantage of a new way of doing business, we've collated a number of simple, but powerful things you can do to improve...

## DON'T GO QUIET ON DIGITAL



Although your physical premise might be closed, **that doesn't mean your online presence has to shut down as well.** Dedicate some time every day to posting online, engaging with online communities and sharing interesting content with your audience.



## ENCOURAGE OPINION SHARING

**Ask your current customers to share their opinions online to attract new custom.** If you own a bar, restaurant or hotel, you could encourage your customers to share their favourite cocktail or meal that they've made during lockdown, you can then use the most popular answer and add this to your menu when you re-open.



## MOVE CUSTOMER TOUCHPOINTS ONLINE

Implement a visually appealing and efficient website that will allow your customers to browse and self-serve your products, solutions and services. **Consider introducing the option to order and pay online or add incentives to your website to encourage data capture.**

## REALIGN YOUR STRATEGY

Typically, many businesses have focused on outbound marketing, especially online, but this is often a challenge due to rife competition.

As the hospitality industry has had to close or run at a reduced capacity over the last year, you may have noticed your customer base shrinking.

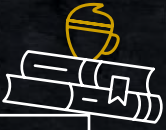
Now is the time to reflect on your strategy, creating the right message, appealing to the right demographic and rebuilding trust.<sup>5</sup>

**So, how can you best position your business to improve your offering and increase your clientele?**

Well, you need to prepare a marketing strategy that will withstand any climate:







## BACK TO THE DRAWING BOARD

**What may have worked for you previously, may not work any longer.** Look at creating strong foundations that differentiate you from the opposition and adopt an optimistic mindset where possible.



65%

## A RESONATING MESSAGE

**Communicate a clear, appropriate marketing message to potential new clients.** This will likely focus on reassurance about hygiene and safety to prepare your prospects and customers for a return to your business. With **65% of businesses in the accommodation and food service sector experiencing a decrease in footfall<sup>6</sup>** now is the time to reassure your customers for when you re-open and encourage repeat visits.



£

£



## UNIFY WITH OTHER BUSINESSES

**Unprecedented times call for collaboration.** Establishing partnerships and packages with other businesses will allow you to reach a wider audience and utilise their brand reputation. For example, if you own a golf club, you could partner up with a nearby hotel to provide a luxurious goody bag and a discount code to encourage new customers.

TIP 3:

# CONNECT WITH YOUR COMMUNITY



In the midst of the pandemic **82% of respondents said that brands should look to support frontline health staff where possible.**<sup>7</sup>

Whether your business is small or large, there are many ways that you can give back to your local community and wider society in 2021...



## LET YOUR CUSTOMERS VOTE ON A CHARITY

Offer your fundraising support to the charity of their choice.



## DONATE WHAT YOU CAN TO FOODBANKS

Whether it's your time, money, fresh produce, sweet treats or a 3-course meal.



## SUPPORT LOCAL COMMUNITIES

There are a number of different things you can do to support your local community, from **sponsoring local projects, encouraging volunteering amongst staff**, or suggesting that your furloughed employees give their time to the NHS, to help administer vaccines or supporting test centres with admin tasks.



## TIP 4:



# GO GREEN

Research has revealed that due to COVID-19, people are more concerned about addressing environmental challenges and are more committed to changing their own behaviour to advance sustainability. In fact, **75% of UK businesses are benefiting commercially after going green<sup>8</sup>**. It is becoming evident that investing in green, sustainable measures is not just an ethical decision but also a profitable one.

To meet consumers' growing demand for sustainable products and services, many customer-facing businesses have begun adopting energy efficient and environmentally friendly solutions for their customers.

Here's how you can join them...

## SOURCE LOCAL PRODUCE

Source produce and products that are local to your area; not only will you be supporting businesses within your community, **you'll also reduce the carbon emissions due to long distance shipment.** If you're unable to source locally, **ask that your supplier consolidates deliveries to minimise carbon emissions.**<sup>9</sup>



## THINK OUTSIDE THE BOX

While reducing the amount of packaging you use is a step in the right direction, **have you thought about being creative in your go green approach?** Perhaps upcycling furniture, whether you reupholster a chair, or add a lick of paint to an old table.<sup>10</sup>



## INVEST IN GREEN SOLUTION

Such as food waste composters and LED light bulbs, changing out your disposable cutlery with bamboo and offering reusable water bottles.<sup>10</sup>

## TIP 5:

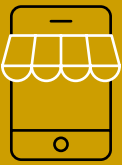


# KEEP INNOVATING

In 2020, many customer-facing businesses introduced social distancing measures to better protect their customers and employees. Many opted for contact-free delivery, some reducing their capacity and introducing self-serve options to cater for the changing landscape. While hygiene is more important than ever, the key to customer retention is to continually innovate and reflect on how your business operates.

**So, how can you continue to protect your customers in 2021 and continue to innovate?<sup>5</sup>**

Here's how...



## OPTIMISE YOUR REVENUE

Whilst you may be closed or changed your operating hours, **shift your focus to an online service**, perhaps provide a takeaway option or hosting online events.



## THE CUSTOMER COMES FIRST

**Listening to your customers is key to building a strong brand reputation and customer loyalty**, taking a steer from them on new requirements or pricing changes will aid your business post-COVID.



## TOUCHLESS SERVICE

Protect customers and employees by **keeping a social distance** and **allowing your customers to self-serve where possible**.



# EMPOWER, PROTECT AND INNOVATE WITH TOUCHLESS TECHNOLOGY

At **Nespresso**® Professional, we offer the perfect solution to help customer-facing businesses create safer and more efficient spaces for both their consumers and their employees.

Our **Nespresso**® Momento Coffee & Milk machine has touchless technology, meaning your employees will not have to touch the screen on the machine to start the coffee brewing process.



The Nespresso® Momento Coffee and Milk has also been optimised for efficiency and quality, so you can cut down on customer waiting times, help improve customer experience and provide them with a delicious drink of their choice in just a few moments.

The Nespresso® Momento Coffee & Milk machine puts simplicity and intuitiveness at the heart of each and every coffee moment. **With 12 milk recipes available and 5 different cup sizes,** you can cater to every personality and palate. Its on screen animation guides take you through the cleaning process – **saving your employees time and cutting out any guess work.**



The Nespresso® Momento Coffee & Milk machine has reliable components that are made to last, regardless of consumption fluctuation. The machine's modular design allows for quick and easy repairs, minimising downtime.



# NESPRESSO<sup>®</sup>

PROFESSIONAL

To find out how this innovative solution could **help you to create a hygienic, speedy and more convenient experience** for your customers and employees,

**VISIT OUR WEBSITE**

or give us a call on

**0808 100 8844**

to find out more.



<sup>1</sup> Eat This, Not That | <sup>2</sup> Deadline | <sup>3</sup> Micebook

<sup>4</sup> Cosmopolitan | <sup>5</sup> Hospitality Insights - EHL | <sup>6</sup> Statista | <sup>7</sup> Social Media Today

<sup>8</sup> The Conversation | <sup>9</sup> Renewable Energy Hub | <sup>10</sup> The Telegraph