

NESPRESSO[®]
PROFESSIONAL



DON'T JUST ADAPT,
INNOVATE



The time for looking back is over,
it is **now time to face the future
and the opportunities it holds.**

**WHEN CHALLENGES ARISE YOU
CAN ADAPT AND SURVIVE,
OR INNOVATIVE AND THRIVE.**



As we plant our feet firmly in the year
and work towards new targets and
objectives, here are a few hints and tips
you can use to **make sure your business
emerges stronger and more innovative.**

FOSTER INNOVATIVE RELATIONSHIPS

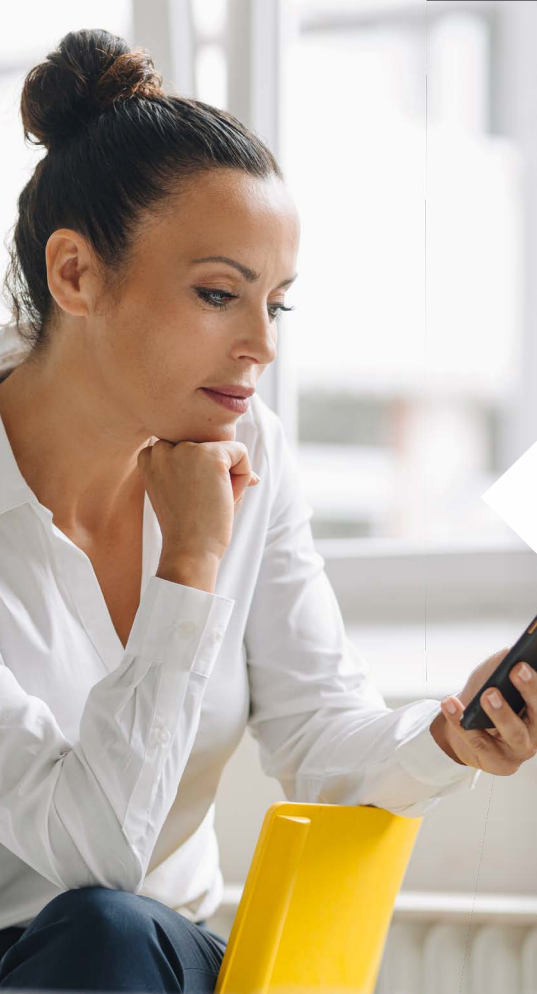


A large part of being an innovative business is having a culture of collaboration. The reason for this is collaborative working relationships can bring fresh and new ideas to your business. Not only this, but hiring entrepreneurs enables your business to see things from a new perspective, as they're driven by success and often have new ways of improving processes. So, when you empower these individuals, you open your business up to the **opportunity of doing things differently, and importantly, better.**



HIRE ASPIRING ENTREPRENEURS

These driven individuals are typically keen to increase their knowledge, experience and growth opportunities. By employing and empowering them, you can reap the benefits of their innovative thinking at your business, **which will ultimately help improve your businesses bottom line.**

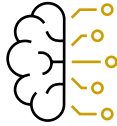


FIFTEEN PERCENT TIME

Encourage your employees to adopt the 15% time approach within their working day.¹

By encouraging your employees to spend 15% of their time out of their daily tasks to think freely can help them come up with new ideas.

Also empowering them to think of ideas, and view the company as if it was their own, fuels creative thinking by having personal goals in mind. Why not set up an innovation team with a range of people as a way to generate and share ideas.



ALLOW FOR FAILURES

Small setbacks and failures will happen in pursuit of big changes, **so make sure your employees know that it is ok to make mistakes.**

By implementing a culture such as this, you minimise the risks associated with suggesting new ideas. To kick start this culture, ask the senior members of your team to share their short falls and learnings. This helps demonstrate the point that everyone makes mistakes and gives tips to improve moving forward.



COLLABORATIVE INNOVATION

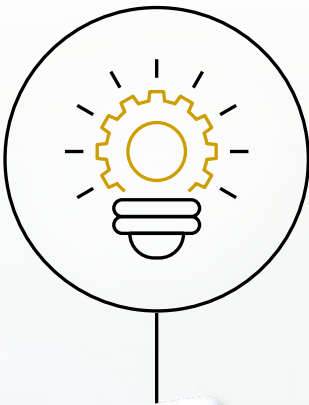
In addition to using internal resource, you may also discover new idea's through collaborating with external businesses.

Whether that be conversations with suppliers to make processes smoother or bringing onboard a freelancer to present a fresh perspective and speed up the innovation process.

HARNESS TECHNOLOGY

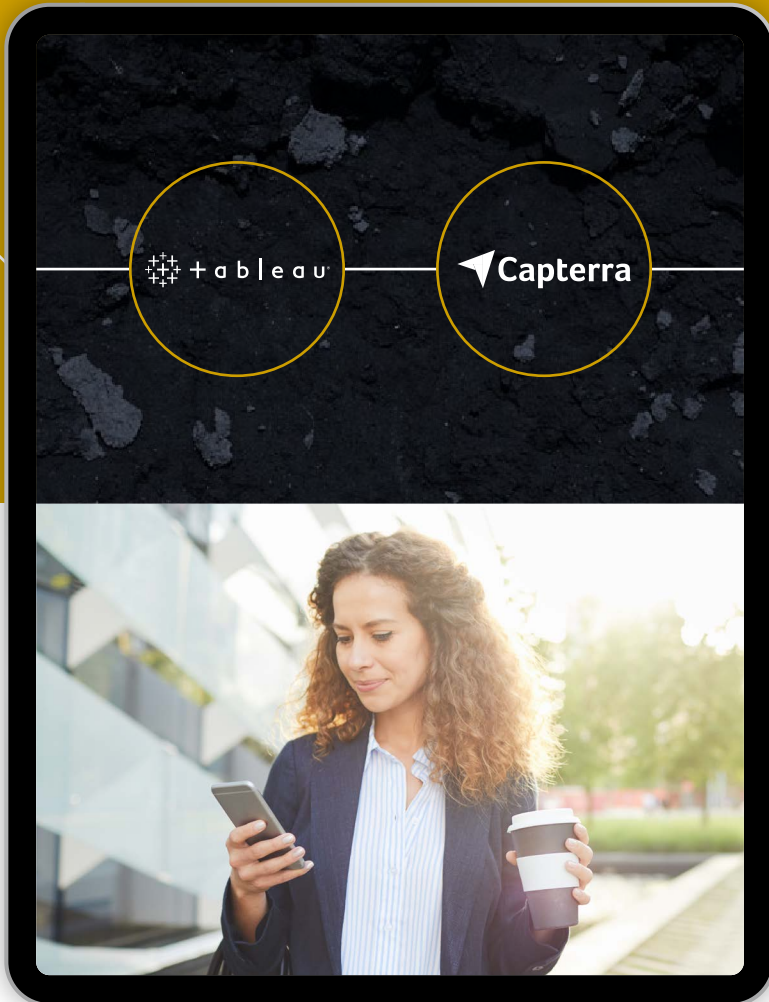
Technology presents businesses with priceless opportunities to be innovative – but perhaps not for the obvious reasons.

The latest tech can empower you to capture and analyse data, create products faster, and realise revenue quicker.



CAPTURE AND ANALYSE DATA

By introducing data analytics software like **Tableau** and **Capterra**, a software search tool, you can transform how you and your employees work. **Whether it's streamlining processes or identifying new ways to operate, you'll be able to identify opportunities and think innovatively.**



AUTOMATE WHERE POSSIBLE

A lot of your time and resources can be spent on rather menial tasks, so where possible, look to automate these processes and free up your time. **Robotic desktop automation (RDA) partners bots with humans to get work done faster and with more precision – delivering great customer outcomes.²**



ADOPT ARTIFICIAL INTELLIGENCE (AI)

AI helps automation evolve by combining machine learning, predictive and adaptive models, and natural language processing – **putting the right intelligence into action for every process and interaction.**²

This could include anything from personalised communications to managing workflows. **Introducing AI tools such as Atomic Reach³, can support your internal team and have a positive effect for your end user.** Not only does this tool provide recommendations on how to optimise your content, but it also enables you turn your content into sales via conversion optimisation and business intelligence.



Through identifying what drives conversions and offer suggestions on blog titles and tone, you'll also be able to **track improvement and have visibility of traffic and sales increases.**

TIP 3:

CHOOSE YOUR INNOVATION 'TYPE'



With the right people and technology in your business, **you are now in a position to start innovating.** But where do you begin? What do you want to achieve? What will the future look like for your company after your innovations are implemented? Well, there are actually four different 'types' of innovation,⁴ and your goals for the future can help you **choose the one that is right for you.**



INCREMENTAL INNOVATION

This is all about continuous improvement of existing products or services. From improving features and products, to cost reduction and next-generation offerings, **it's about providing more value in your existing market.** Start by looking at your product/service and think of ways to improve it.



ARCHITECTURAL INNOVATION

Architectural innovation is when you take what you have and reworking it to a new market. You use the processes, components, and technologies you already have, change the overall design and offering, and take your product to a new audience. **Can you use your current product and release this to a different type of customer?**



DISRUPTIVE INNOVATION

This type of innovation is all about creating new products and services for an existing market. Use the latest technology to create an alternative to what already exists in the market – thereby opening up a new revenue stream. **Start by analysing your customers' changing needs and the products/services they are using to meet those demands.**



RADICAL INNOVATION

This approach involves using new technology to create a new product, process, or service for an entirely new market – thereby replacing an existing offering. **To achieve this level of innovation, pay close attention to the ideas generated from fostering innovative relationships.**

EMPOWER EMPLOYEES TO CONNECT WITH TOUCHLESS TECHNOLOGY

At **Nespresso®** Professional, we understand that the best ideas are sometimes ones that blossom from a simple conversation with a colleague. That is why we are focused on helping you empower your employees to continue connecting and innovating, whether in the office or working remotely.

At **Nespresso®** Professional, we understand that every environment and business will have different coffee needs, which is why we have a range of coffee machines to meet your unique requirements. From the Zenius, Vertuo and Momento, to Gemini and Aguila, we have coffee machines to suit you and your employees.

To meet the ever-growing health and safety concerns of employees returning to the office, our Nespresso Momento Coffee & Milk machines harness touchless technology, meaning your employees will not have to touch the screen on the machine to start the coffee brewing process, **helping to reduce touch points and meet hygiene concerns.**



What's more, every **Nespresso®** machine is designed with sustainability in mind, which is why **all of our packaging is made of 95% recycled materials**, and our machines only use as much water and energy as necessary to brew the perfect coffee.



As part of our selection of 16 coffee blends to satisfy every palate, we also have our BIANCO range. Created from a balanced blend of Colombian and Ethiopian coffees, **BIANCO INTENSO is designed to be perfectly paired with milk.**

We understand that requirements might fluctuate, therefore your coffee solutions need to be flexible. Our subscription services enable you to adapt your coffee quantities and varieties at any time. Get your favourite coffee machine with no investment and your coffee at your preferred price with **Nespresso® Professional.**

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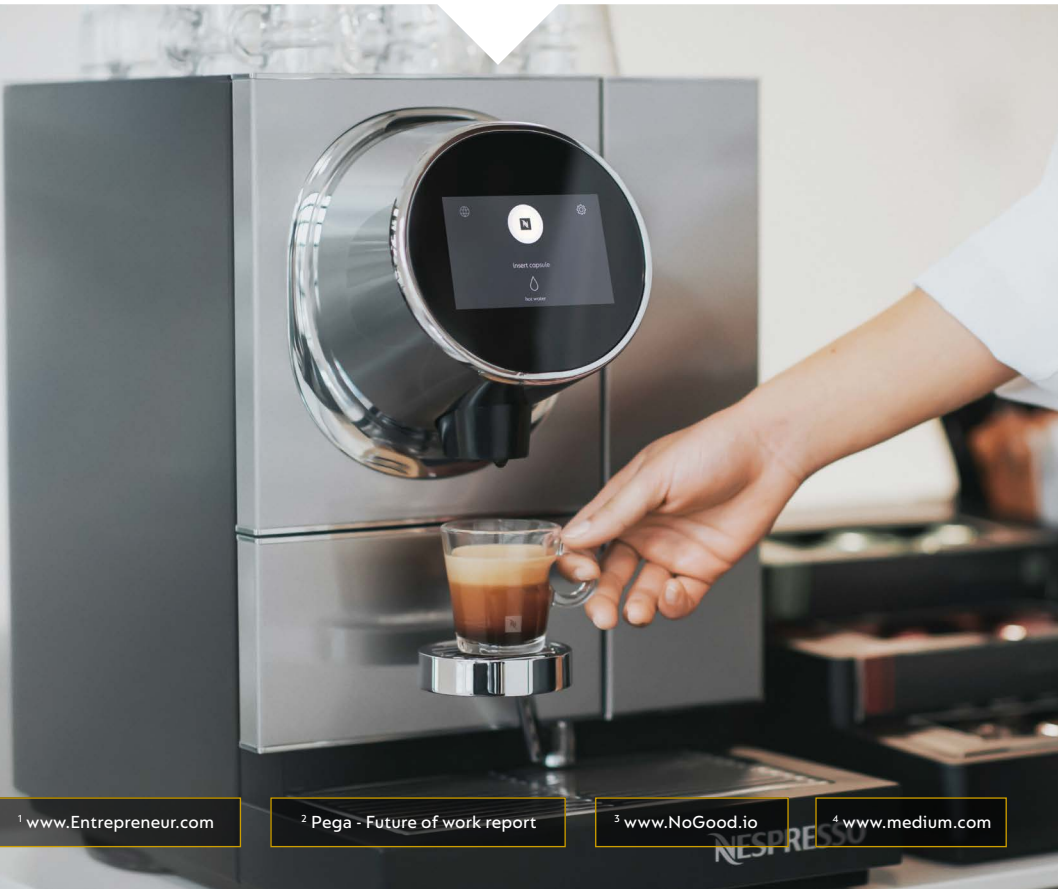
To find out more about our coffee point bundle offers, contact your sales representative,

VISIT OUR WEBSITE

or call

0808 100 8844

**to speak with a member
of our expert team.**



¹ www.Entrepreneur.com

² Pega - Future of work report

³ www.NoGood.io

⁴ www.medium.com