

Nutella and The Proposal of AI

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How Does Nutella Use LOYALTY?

Nutella invites its fanbase to share their love for the chocolate hazelnut spread on World Nutella Day
Loyalty is defined as someone who repetitively comes back due to positive experiences



Loyalty Programs



Nutella does not have an official loyalty program, but they could start one with an app to scan their Nutella goods.

Nutella can have a loyalty program that employs:

- Voluntary enrollment through an app
- Always open enrollment
- Program structure that includes customer tiers by how many Nutella products consumed by customers
- Can have a points system that builds up to prizes and rewards
- Communication through emails and can create a game to make loyalty members to come back for more

Membership

Nutella does not have a membership program, but they could with the loyalty rewards app and start it in their cafes.

Open Enrollment:

- Best option for Nutella because not all customers want to be apart of a loyalty program
- Doesn't matter when you start, points will be waiting for customers
- Will earn extra rewards when visiting the cafe



Membership

Closed Enrollment:

- When there's certain periods of time to enroll

Points-based

- Customers earn points for purchases

Tiered-based

- Customers advancing through different stages of the program

Value-based

- Customers receiving prizes from their purchasing habits

Subscription

- Customers pay to be apart of the program



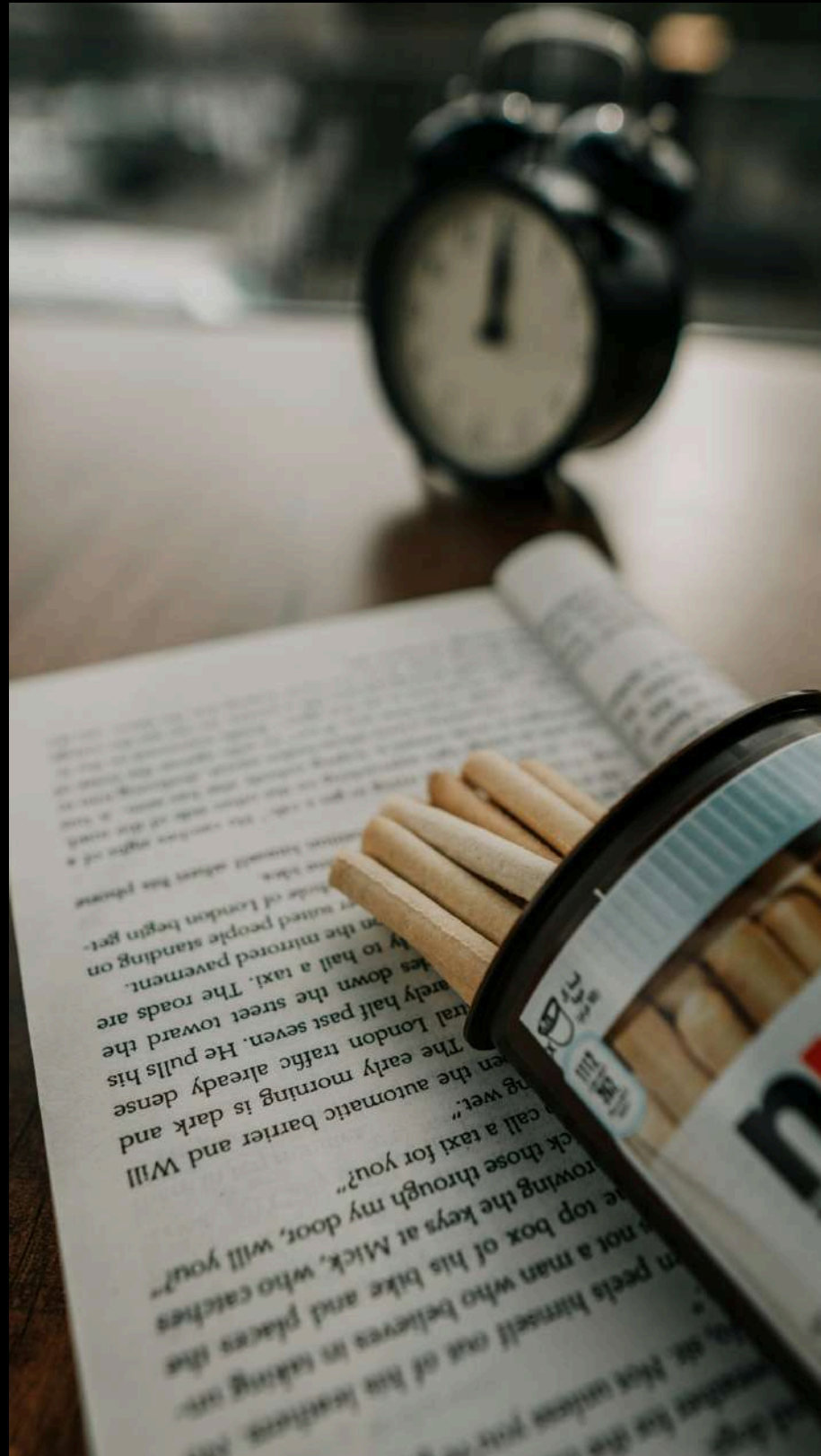
Program Structure

Tiers

Customer tiers will be added in order to earn larger Nutella Rewards. Points can also be earned from in-app Nutella mini games.

Rewarded Behaviors

Customers that have Nutella Rewards will be rewarded extra points from daily Nutella objectives in order to receive more points to earn prizes.



Point and Reward Structure

Nutella needs to implement a point and reward structure after creating a Nutella app that has in-app mini games and daily objectives that earn points and get customers to higher tiers.

Program Communication

- Nutella program communication already includes,
 - Social Media
 - Instagram and Facebook stories to post about the products
 - Online Content
 - Influencer Marketing
 - Fan Engagement from World Nutella Day
 - Digital Activations
 - Responsible Marketing

Loyalty and CRM

Nutella decided to appoint TRACK to handle all their customer communication needs.

“With TRACK, we have an agency partner who provides us considerable support, both strategically and creatively, in helping us make more of the knowledge we have about our customers. In this way, we can conduct dialogue in an even more individual manner and make our customer relationships even more valuable,” commented Eddy Perner, Senior Media Manager/CEP Manager FERRERO” (Cohausz, 2020).



What is a CRM?

A system used to communicate with customers that drives sales while building relationships.

- Nutella does this by calling consumers on social media to tag them in posts enjoying the products



CRM and Promoting Loyalty

- Nutella's campaign of "Make Me Yours" with personalizable jars
- World Nutella Day
- Family-friendly marketing
- Visual Heavy content that makes you want more

What is EXPERIENCE?

The ability to create moments with the consumer so they want to come back for more since there is a memory attached to the product.



Components of Experience

- Posting on social media with the product
- Walking into the store



Components of Experience

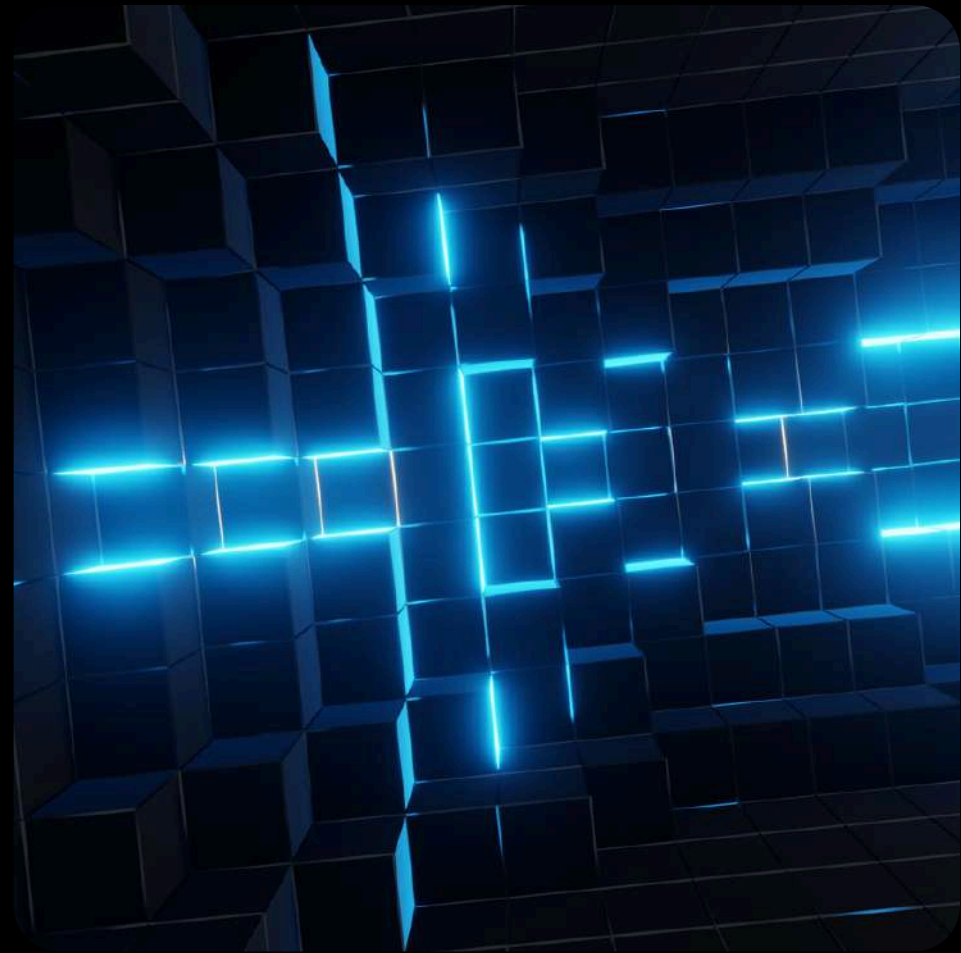
- Talking to customer service
- Enjoying the product



Relationship of LOYALTY and EXPERIENCE

Nutella has tapped into this concept by understanding that the customer wants to be involved.

- Personalized Jars
- Social media campaigns



New Technologies and EXPERIENCE

Nutella is growing constantly with new products to be consumed, but AI could enhance their sales.

- On the website
- In an app
- In a potential game

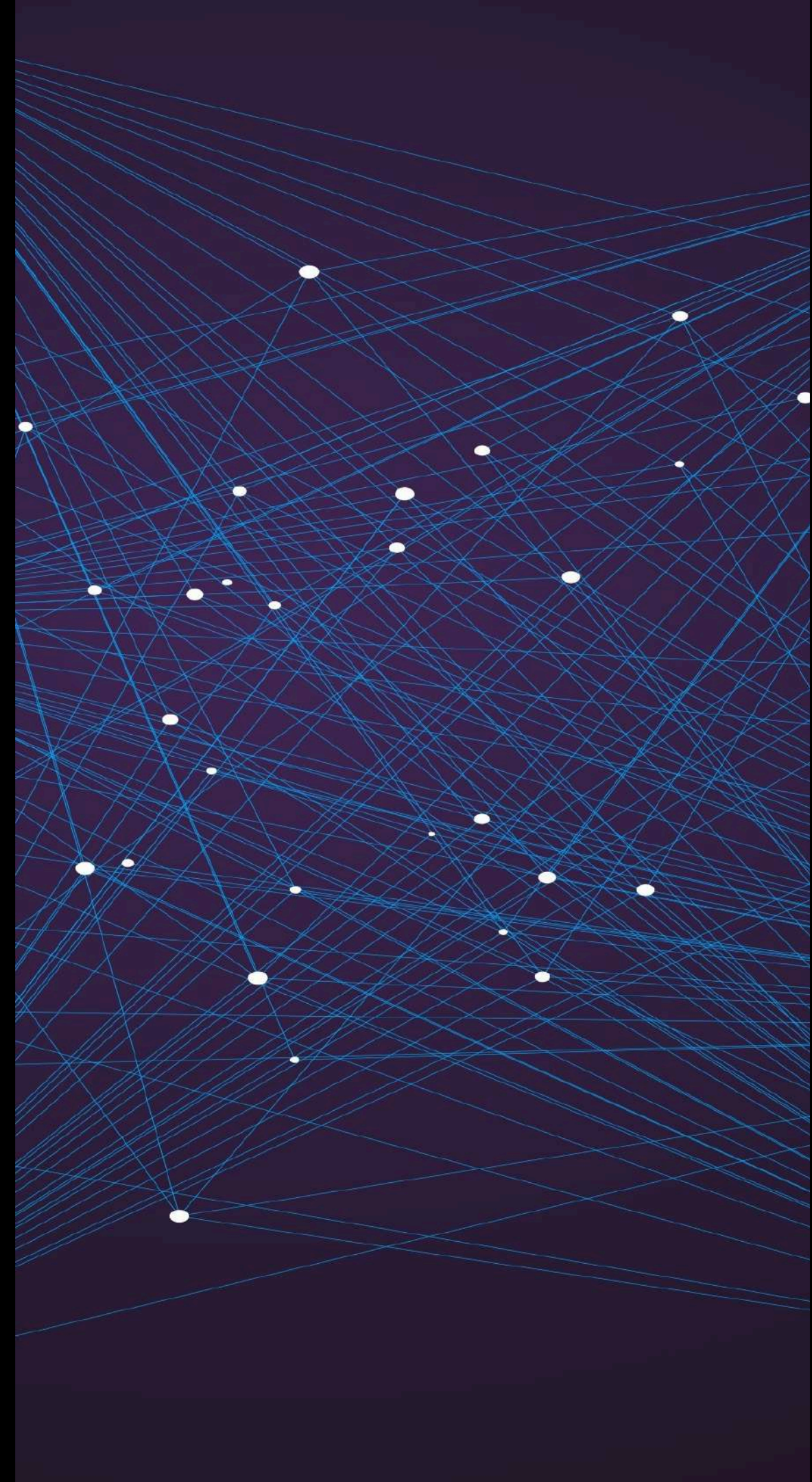
What is AI?

Machine learners that will conduct answers to problems after training it with proper solutions.



How AI can increase consumer experience and consequently positively affect loyalty?

- The allowance to understand the wants and needs of the consumers further than they already do while staying true to the Nutella brand.



Examples

- Creating an app
 - can track loyalty card
 - can track user consumption data of Nutella

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Examples

- In-app game
 - can give more loyalty points by also tracking what the user likes about Nutella



Examples

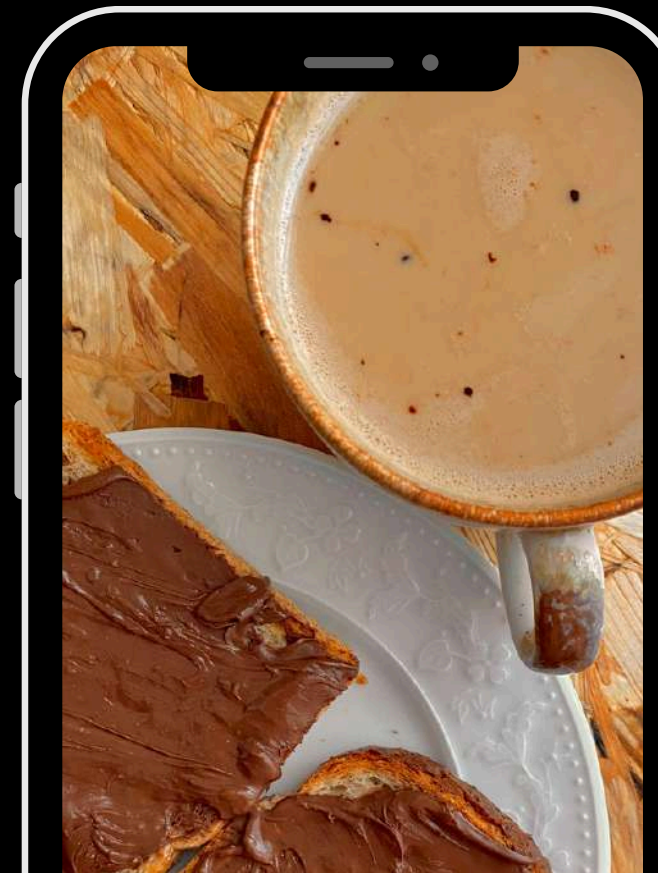
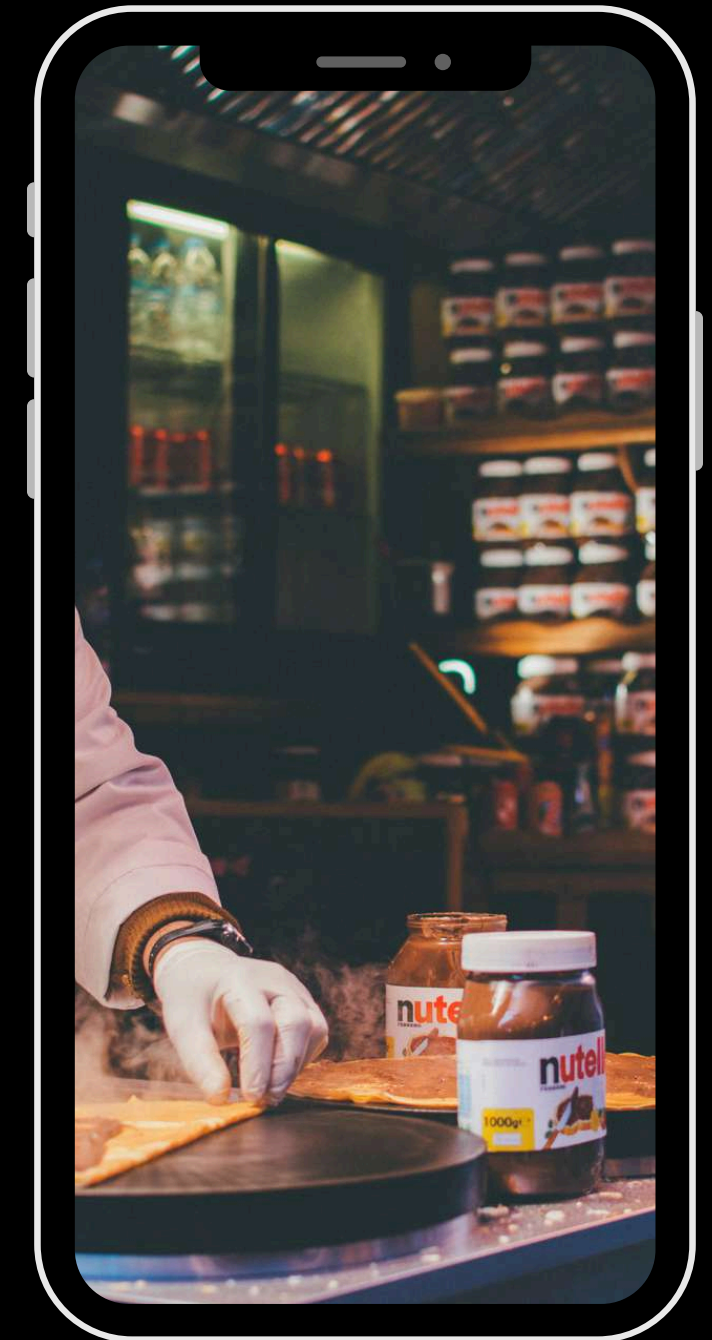
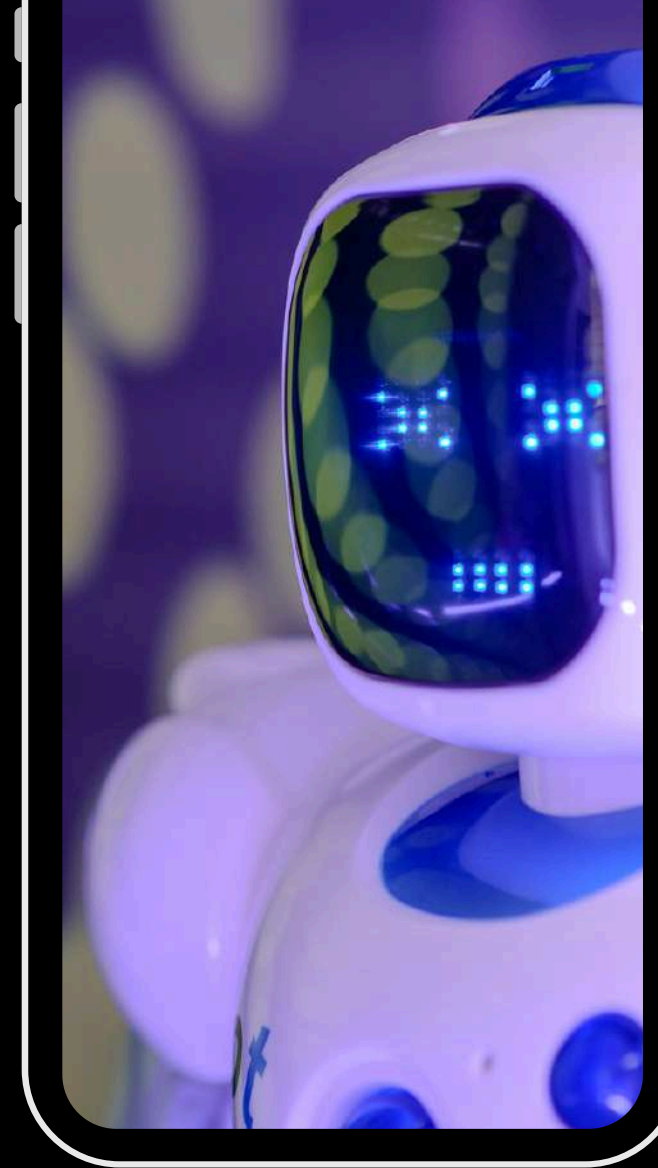
- Can create chat bots for Nutella that help with potential growth of Nutella Cafes.
- AI designs of personalized Nutella jars



Suggestions

Nutella needs to spread their horizons with AI.

- Connecting with customers on a different level
- Making it fun and easy
- Learning what the customer wants and needs from Nutella
- Feeling closer to the Nutella brand



Thank You



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