

# Coffee and Connectivity: Unlocking Digital Trends for Loyalty and Personalisation

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## INTRODUCTION

### Scope

Key digital trends in coffee

Undergoing digital transformation in the coffee industry

Smartphones create new path to purchase

Food and beverage industry focusing on digital engagement

Coffee players are seeking opportunities

## SMART CONNECTIVITY AT HOME

Three factors driving smart connected coffee machines

Hybrid work leads to a surge in coffee machine sales

Lifestyle changes lead to increasing demand for personalisation

Automatic coffee machines at the forefront in terms of innovation

Coffee players exploring the potential of smart homes

Case study: Nescafé Dolce Gusto launches Neo

Case study: Barista TS Smart by Melitta

Case study: K-Café SMART by Keurig's BrewID technology

## THE RISE OF ADVANCED VENDING MACHINES

Three factors driving advanced vending

Vending adapting to the evolving landscape

Key advantages of vending machines/automated kiosks

Beverages lead the way in terms of next-generation vending solutions

Third parties' vending apps on the rise

Case study: Rhea Vendors Group introduces Kairos with Barista Avatar

Case study: Root C by Tokyo-based start-up New Innovations Inc

Case study: Ella robot by Crown Digital

## COFFEE SHOPS: ENHANCED CONSUMER JOURNEY

Three factors driving digitalisation in coffee shops

Global recovery is hindered by moderate transaction volume and cautious spending

Connected consumers disrupt the foodservice industry

Loyalty programmes at the forefront to generate growth opportunities

Preferences and attitudes to loyalty by consumer segment

Case study: Panera is testing OpenCity's voice AI ordering technology

Case study: Starbucks achieves success by embracing customisation with its mobile app

Case study: Dunkin' Rewards unlocks Boosted Status

Case study: Blank Street Coffee closes USD20 million to scale beverage subscription service

Case study: Tim Hortons extends loyalty programme with new Tims credit card

Flash Coffee tech-enabled coffee chains: Brewing up a coffee revolution

South Korea's SK Telecom launches new AI Barista Robot concept

Case study: Adam the robot barista by Botbar Coffee Shop

## CONCLUSIONS

Web 3.0 and the metaverse are the next step for loyalty programmes?

Data collection: Opportunities and challenges

Key takeaways

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