

The Success Story of Lavazza & Wonderflow

How Lavazza improved its customer experience by leveraging Wonderflow's customer feedback analysis solution.

The Innovation Partnership Success Stories is a series that focuses on key projects that emerged through our Food & Beverage platform.

[PNPTC.COM](https://pnptc.com)



Partnership Background

Our Italian food partner Lavazza announced the renewal of the partnership with batch startup Wonderflow.

Through Natural Language Processing, the startup will analyze any comments made by customers (such as online reviews) to improve and drive change.



The Parties Involved



Corporate Partner

Lavazza is driven by more than 120 years of tradition and history, combining a desire to bring its authentic coffee experience around the globe with a strong commitment to innovation, research, and sustainability.

[lavazza.it](https://www.lavazza.it)



Startup

Wonderflow is a leader in feedback analysis powered by artificial intelligence. Wonderflow's technology collects and analyzes vast amounts of unstructured and structured feedback, empowering companies to turn customers' and employees' feedback into actionable insights.

[wonderflow.co](https://www.wonderflow.co)

The Project

Following the request of sourcing top-notch startups in the analytics and retail fields, Plug and Play Italy introduced Wonderflow to Lavazza. The partnership fits the company's focus on selecting the best resources and tools to better serve its customers, so they decided to run a pilot project with Wonderflow. After a successful quarter working together, Lavazza decided to renew the collaboration, with the aim of improving its customer-centricity through a better understanding of customer feedback.

Since the last quarter, any comment made by customers (such as online reviews) is automatically sent to Wonderflow's platform, analyzed through Natural Language Processing (NLP), and used to drive improvement. The insights obtained from the data are used by the coffee company to further increase its customer experience by optimizing its product development strategy, its external communication, and its customer service.

The Project



July 11th, 2019

Introduction of Wonderflow to Lavazza during the Food Batch 1 Selection Day under the Italian program.

Phase one:

The pilot happened in two phases: during the first one, Wonderflow's team showed the general usability of the platform.

Phase two:

In the second one, the startup explained how the platform turns the gathered feedback into actionable insights.

December 5th, 2019:

Food EXPO Day. All Food Batch 1 startups graduated.

April 29th, 2020:

Lavazza announces the renewal of the partnership with Wonderflow.

Results

37,000+ analyzed records (6 countries, 4 languages)

Together with engineers from their partner company, in their role as a system integrator and through the CAMPs program, helped their partner roll out a new sales tool to their ~42,500 employees and through direct-to-consumer means. This, assisting to further push the ease of customer acquisition through providing an easier to use app-based registration experience for their potential customers.

10 competitor brands analyzed

Using this solution, Lavazza was able to analyze not only its own products but also its competitors'. Wonderflow allows the understanding of customers' feedback, based on specific aspects, such as the taste of coffee and the desired technical characteristics of a coffee machine.

6 departments involved

Within Lavazza, 6 business units were particularly involved in the project and received benefits from the novel platform: Digital Marketing, Product Development, Consumer Insights, Quality (R&D), Customer Service, and E-commerce.

Aesthetic Design

Thanks to the features offered by Wonderflow, the Turinese company was able to use customers' feedback to understand the key characteristic that consumers are looking for in a coffee machine: aesthetic design.

Take Aways

Invest in understanding what your customers want

Nowadays, customers' feedback has become more relevant than ever before to make business decisions. However, it's hard to collect since it comes from multiple sources. It is crucial for a company to find a way to turn those opinions into actionable insights, and that's what Lavazza is doing with the support of Wonderflow.

Speed and simplicity

These are the two key characteristics of Wonderflow's platform that generate the interest of Lavazza. The startup enables an analysis of the costumers' feedback at unprecedented speed and makes the results available in a very simple and understandable manner. Sometimes innovation does not lie only in the results, but also in the way and speed those results are produced.

Focus on the long term

The renewal of the partnership underlines the intention of Lavazza to establish a long term collaboration with the startup rather than settling for the results achieved during the pilot. The real benefits from a partnership like this are revealed through a joint collaboration that lasts for a long period of time.



Plug and Play is a global corporate innovation platform which helps to connect corporate partners to startups in order to help solve their greatest challenges. We also operate as a venture fund and startup ecosystem. To date, we have helped over 3,000 early-to-growth stage startups raise over \$3.5 billion. Plug and Play is consistently ranked among the most active VCs in Silicon Valley.

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