

Nespresso brings their YouTube video content to the Google Assistant with How-to Templates

Opportunity

Nespresso was founded in 1986 with the goal of helping coffee lovers make a perfect cup of espresso coffee, just like a skilled barista. Today, Nespresso coffee and machines alike are found in millions of homes and offices in over 60 countries around the world.

Nespresso's digital presence includes a website, mobile website, mobile app, social media, and a YouTube channel. In 2018, however, the company found itself looking for even more ways to connect their customers with relevant content, to provide a greater brand experience to their customers.

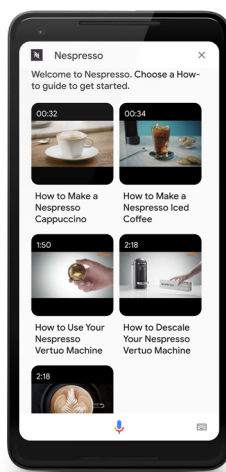
Vincent Leroudier, Digital Customer Innovation Manager shares, "2020 looks like it will be a tipping point for new technologies to hit the mainstream, and we want to put our investments behind these technologies so that we can continue to serve our customers in the future."

Approach

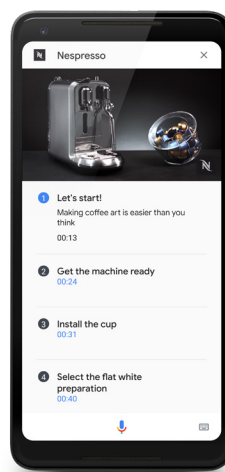
After investigating a number of potential technologies, Nespresso decided to enter the voice space with an [Action](#) designed for the Google Assistant. This would allow the company to take advantage of the growth of voice technologies, being an innovator in their respective industry, while also making the most of existing brand assets, in this case, their YouTube videos. And since a third* of all smart devices are placed in the kitchen, it made perfect sense to reach their users via a voice interface right there, while their hands are busy creating coffee magic.

"I see many good things coming out of the Google Assistant, and the how-to videos are just one way we can deliver value to our customers in this ecosystem in the future."

Vincent Leroudier
Digital Customer
Innovation Manager
Nespresso



Nespresso Action showing available how-to YouTube videos



Nespresso Action showing the tabular steps for a how-to YouTube video

Nespresso wanted to create a great first impression with their initial foray into conversational UI while also addressing the most common questions their customers are already asking. So they decided to create their first Action using the [How-to Video Template](#). How-to Video Actions enable creators to build visually rich conversational Actions solely by inputting content into a Google Sheet, without writing a single line of code or building any Natural Language Understanding (NLU) on their own. Just like that, an Action gets created and automatically works across Android devices and Smart Displays.

Nespresso took their most popular how-to videos from their YouTube channel, such as [“How to do Latte Art”](#) or [“How to Descale your Nespresso Vertuo machine,”](#) and filled out a Google Sheet for each one with details, such as the video title, the video summary, and search queries that people might use to find this content online. These easy steps enable users to look for specific videos or see all of Nespresso’s how-to videos simply by saying, “OK Google, talk to Nespresso.” When users watch a video on their phone or other Google Assistant-enabled device with a screen, they can see the how-to steps written out and can even tap on a step to be taken to a specific section of the tutorial.

Best Practices

When starting to use How-To Video Templates, Customer Innovation Manager Vincent Leroudier recommends working with existing assets, when possible. “This way, you can see how customers respond to and engage with your existing content before spending resources on developing new content. We started with the videos that had the most organic views and that happened to be instructional in nature. Now that we know how our users are interacting with our videos, we can develop new how-to content that will meet their needs.”

Another recommendation is to test each Action before launch, either via Google Assistant on your phone or smart display or by saying or typing “Talk to my test app” in the simulator. Vincent Leroudier, Nespresso’s Digital Customer Innovation Manager, notes, “It’s a simple step to do, but it’s one that will make all the difference to your users if the Action works as expected.”

Results

Initial traction with [Nespresso’s How-to Action](#) has been great, to the point, that Nespresso is planning on adding more how-to videos specific to new machines they’ll be launching in the next year. They’re also testing a second Action that will allow people to locate a local Nespresso boutique, order through their Nespresso Club Account, check on their order status, and also get coffee recommendations based on a script used by in-store coffee specialists at Nespresso Boutiques. Leroudier shares, “I see many good things coming out of the Google Assistant, and the how-to videos are just one way we can deliver value to our customers in this ecosystem in the future.”

“We need to bring value to our consumers, and for now, our step-by-step how-to videos are the cornerstone of the relationship between the brand and the user via the Google Assistant’s ecosystem.”

Vincent Leroudier
Digital Customer
Innovation Manager
Nespresso

Next steps:

The How-to Video Template is generally available for anyone that wants to create Actions for the Google Assistant at: developers.google.com/assistant/templates

Engage with our Actions on Google community on Reddit at [r/GoogleAssistantDev](https://www.reddit.com/r/GoogleAssistantDev) or follow [@ActionsOnGoogle](https://twitter.com/ActionsOnGoogle) on Twitter for more of our team’s updates.

* Voicebot Smart Speaker Consumer Adoption Report Jan 2019

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