Digital Consumer Touchpoints & Big Data

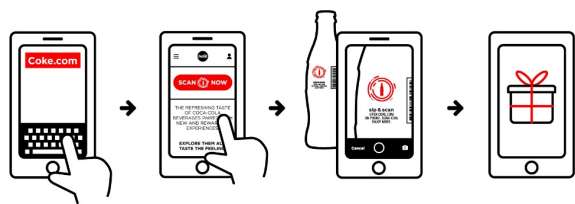by
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Coke™ is a marketing innovator and it's brand relies on consumer experience, loyalty and responsibility. Now Coke has initiated 'digital touchpoints' with "Sip & Scan" and digital "Freestyle Machine" that enhance consumer experiece and provide key consumer data.

'The sip & scan icon is an exciting way to access experiences, rewarding perks, sweepstakes, and more. When you see an icon, grab your phone and head to Coke.com or open the Coca-Cola mobile app to get started.'

Coke™ has also upgraded the micro-mix Coca-Cola Freestyle machines to enable smartphone connections to the digital consumers. Now consumers can 'save and send' their favorite recipes to more than 50,000 Coca-Cola Freestyle machines across the US and other countries. These machines "pour 14 million drinks per day in restaurants, cinemas, convenience stores, amusement parks and other locations across the United States and a handful of other countries."
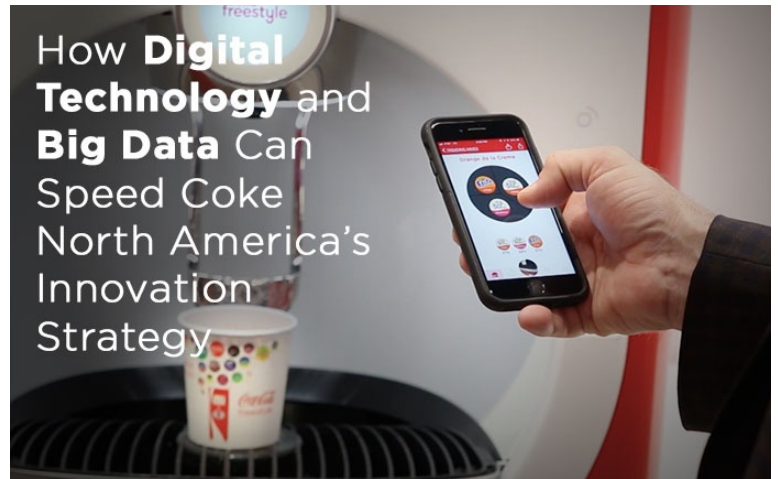

Type Coke.com in your phone browser → Tap "SCAN NOW" → Your camera will launch; scan the sip & scan icon → Exciting things await you

Coke Sip & Scan

Coke Freestyle Machine

"Refillable cups, equipped with micro-chipped, ValidFill® radio frequency identification (RFID) technology, have recently been introduced for use with Coca-Cola Freestyle machines via a variety of universities, cruise lines and theme parks. These refillable cups directly interact with Coca-Cola Freestyle, conveniently providing preset pours of favorite beverages and new tastes."

These 'digital touchpoints' enhance consumer experience and enable a rich data source between the consumer and the company, i.e. Big Data. In today's world, data is critical to knowing your consumer and in creating the next product experience for a winning business. This knowledge and experience differentiates a sales company and a marketing company.

Coke's newsletter states that "Coca-Cola North America's Decision Science and Data Strategy Center of Excellence analyzes all data captured across Coke's digital ecosystem, giving teams across the company a big-picture view of opportunities." If your company doesn't have the digital pulse of the consumer and customer then you may be headed for '*day-late and dollar-short*' doom. A key question for your company is 'do you create digital consumer touchpoints that create Big Data useful for generating insights and a strategy for new growth and profit?'

https://www.coca-colacompany.com/

https://us.coca-cola.com/sip-and-scan-faq/

https://www.coca-colacompany.com/stories/coca-cola-freestyle-unveils-next-gen-fountain-dispenser--new-ope