Dunkin'

Dunkin' on Alexa

In partnership with LivePerson
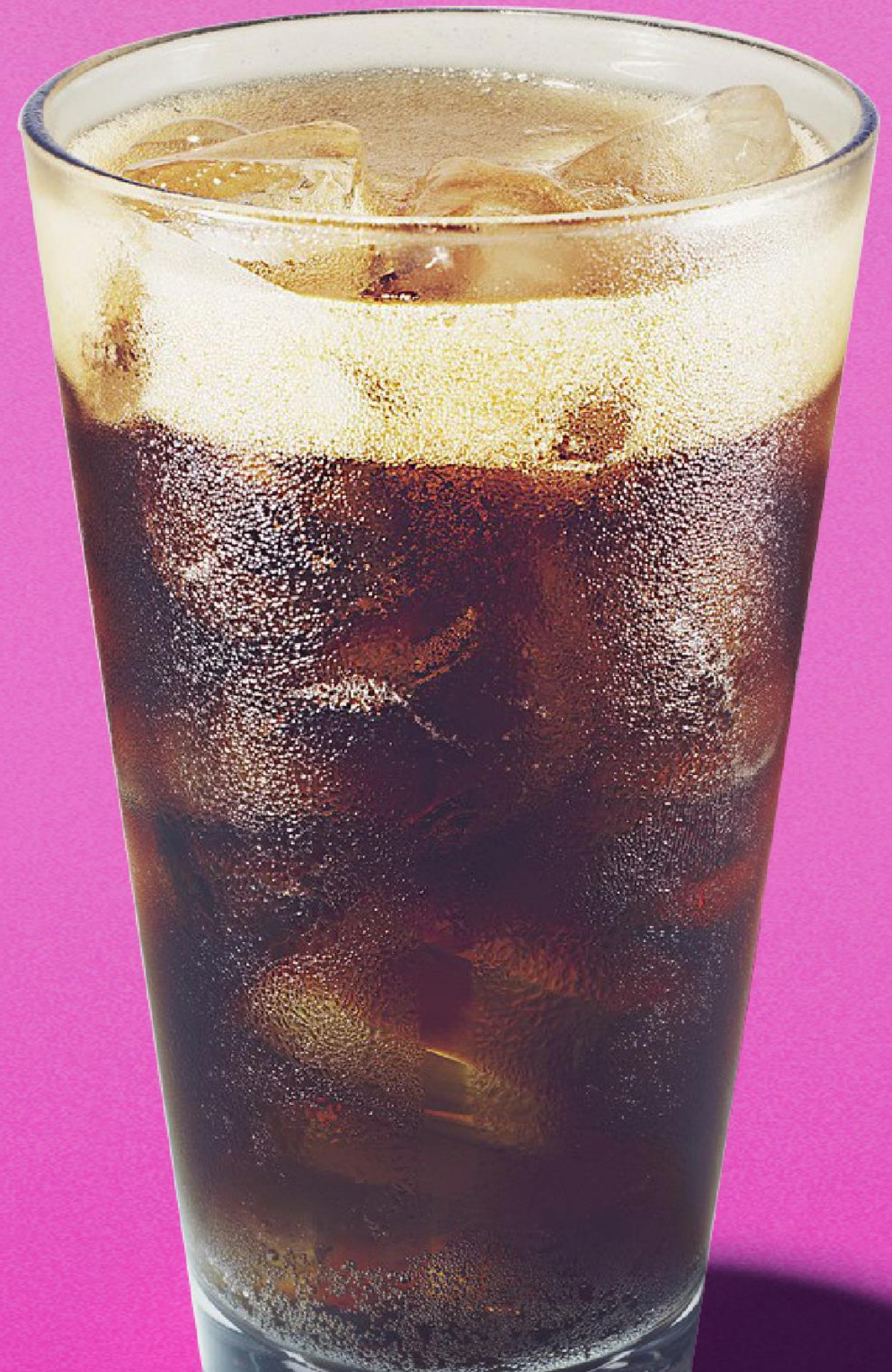
DUNKIN' | LIVEPERSON

Case Study – Dunkin'

Problem

Dunkin' wanted to better serve busy members of the DDPerks program, while increasing their presence in all things digital. Customers often have their hands full in the morning which can leave little opportunity to stand in line for a coffee order or even place their usual order via the app on their smartphone.

Opportunity

When juggling morning routines, consumers need something that is always-on and hands-free. With the rise in popularity of voice assistants, this was an obvious opportunity to create a new service for their members. In fact, by 2020 more than 500 million consumers will use voice-enabled conversational AI to purchase on digital commerce platforms, according to Gartner.

Case Study – Dunkin'

Solution

To enable Dunkin' to be where their consumers are, on their own schedule, LivePerson and Dunkin' partnered to develop a Dunkin' Amazon Alexa skill. The Alexa skill gives customers a faster, more convenient, option to order their Dunkin' fix.

Customers simply say "Alexa, open Dunkin'" and Alexa will walk through placing a re-order of a previously saved Favorite from a customer's Dunkin' app, tapping into Dunkin's DD Card for payment processing. "One shot" ordering functionality streamlines the process by presenting an order with location and pickup method pre-selected based on previous transactions.

In addition to friction-free re-ordering, customers can also have some fun engaging with the brand via the skill, taking quizzes on a range of topics including from the history of coffee to the company's products and innovations.

Case Study Video

Trouble viewing the video? Paste this link into your browser.

https://www.youtube.com/watch?v=D7jOCKfUEQE
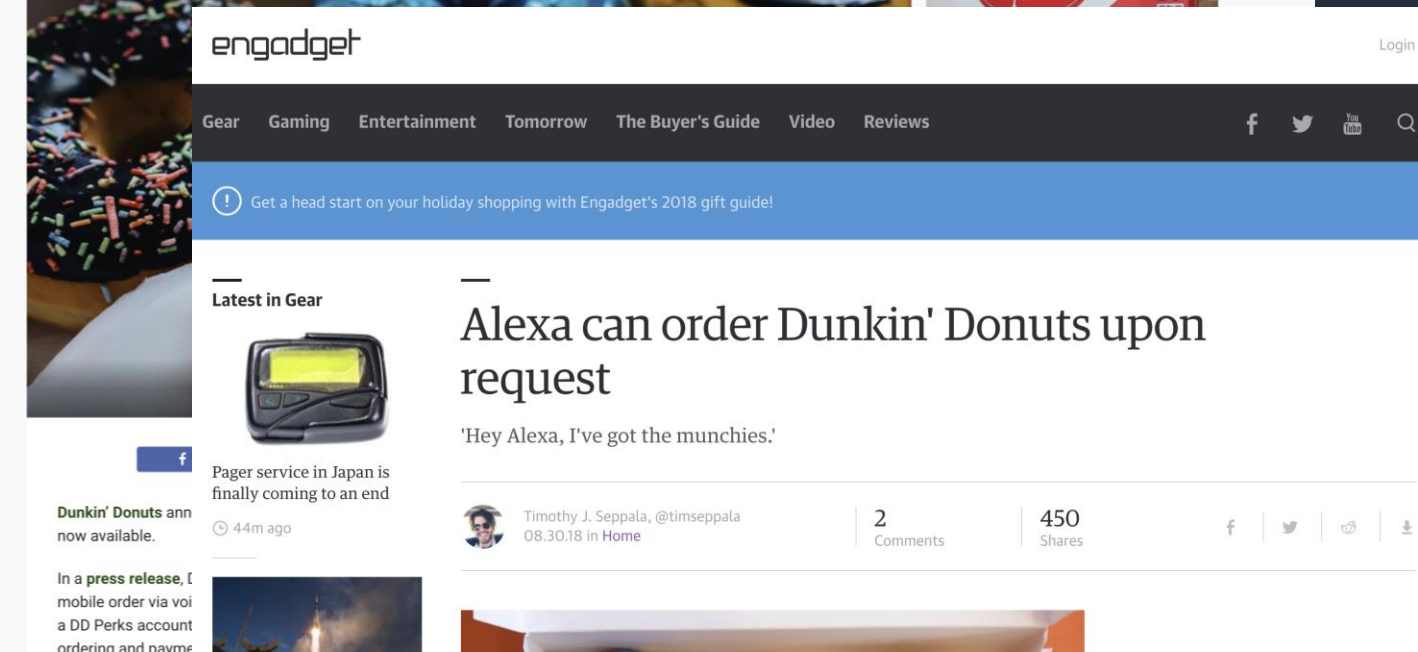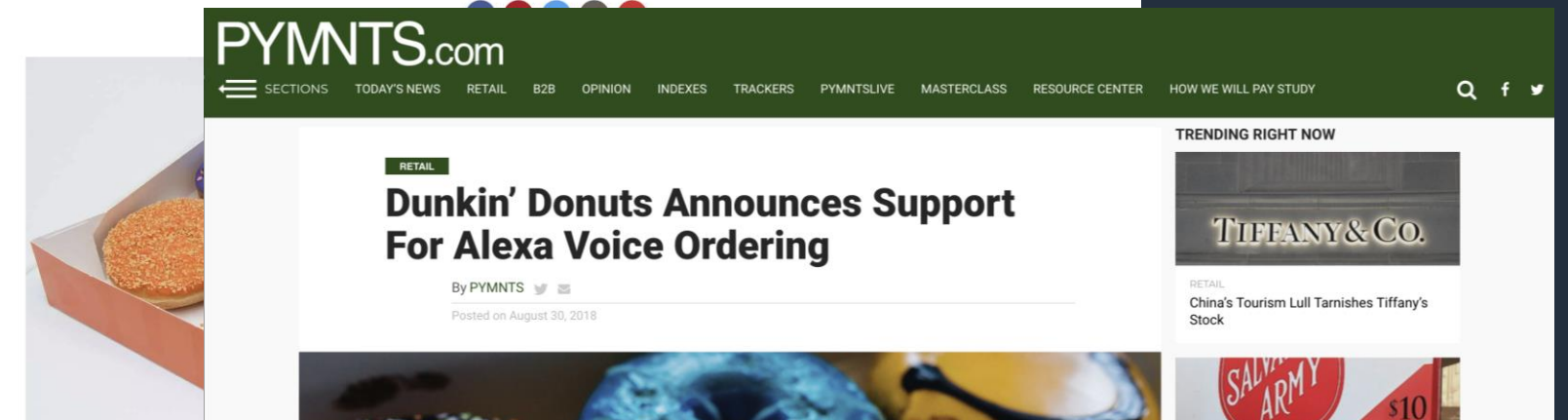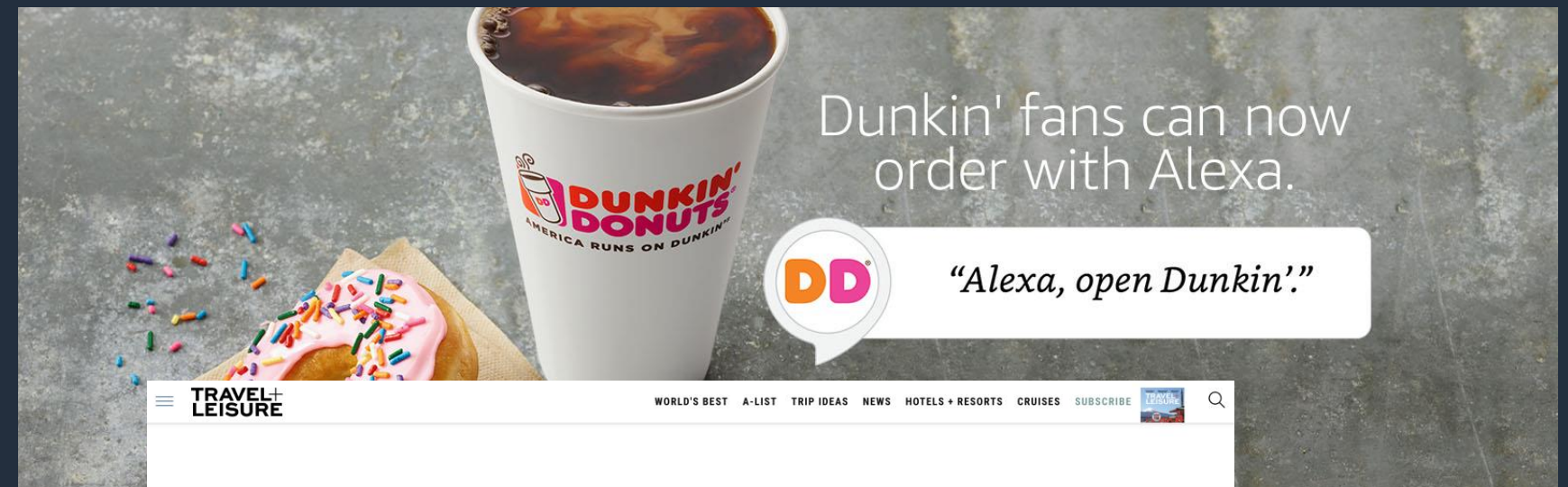
Go-To-Market

Go-To-Market Approach

The Dunkin' skill was promoted using a variety of tactics across Dunkin', Amazon and LivePerson channels.

Dunkin' created awareness of the skill leveraging their social media, blog, owned PR, and e-mail campaigns.

The skill was made more discoverable on Amazon via a feature on the Alexa Skill store Billboard and curated "Skills Newsletter," as well as inclusion in Amazon's associate newsletters, sent weekly to influencers to highlight recommended Amazon content. This effort was amplified using advertising on Amazon as well.

Lastly, LivePerson helped spread the word with their followers using their social media channels for a launch announcement.

Results

50%

of Amazon Alexa
Dunkin' skill users
who start an order
complete one

Source: *Dunkin'*

33%

of skill users who
completed 1 order
went on to complete
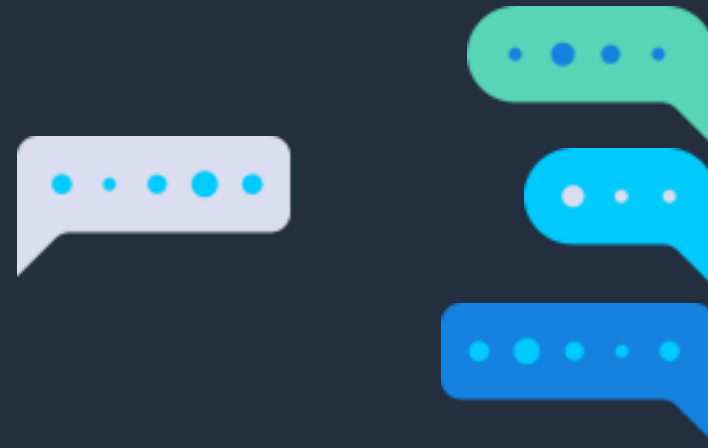multiple orders

Source: *Dunkin'*

5X

Likelihood of voice
skill users to complete
an order after starting
one, compared to text
bot users

Source: *Dunkin'*

Dunkin's Learnings

Voice ordering is in demand, especially for QSR consumers who seek the ability to seamlessly reorder favorites and previous orders.

Minimize the effort required for the customer by leveraging one-shot intents for common use cases such as re-ordering.

Expectation-setting is key - upon accessing the skill for the first time, provide simple, careful instructions upfront to guide and onboard the customer.