Next Station

Innovating to satisfy customers in vending
Overall offer in vending
## Frequency & penetration impact

<table>
<thead>
<tr>
<th>Public transports</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumers</strong></td>
</tr>
<tr>
<td>Hard users</td>
</tr>
<tr>
<td>At least once a day</td>
</tr>
<tr>
<td>Regular Consumers</td>
</tr>
<tr>
<td>At least once a week</td>
</tr>
<tr>
<td>Erratic Consumers</td>
</tr>
<tr>
<td>At least once a month</td>
</tr>
<tr>
<td><strong>Non consumers</strong></td>
</tr>
<tr>
<td>Very erratic</td>
</tr>
<tr>
<td>Less than once a month</td>
</tr>
<tr>
<td>Absolutely Non Consumers</td>
</tr>
<tr>
<td>Never</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consumers</th>
<th>Young people 16-34 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>= 70% of the consumers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non consumers</th>
<th>35 years old &amp; over</th>
</tr>
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</table>
Importance / Satisfaction
Consumers in Public Transports

**FORCES**
- POS easy to use
- Reliability and preciseness of the Cash change
- Products freshness
- Diversity & supply of the POS
- Products quality
- POS cleanliness
- Information visibility on products
- Choice in Cold drinks offers
- Light & healthy products offers
- New products offers to discover
- Coffee quality
- Prices
- Special offers
- Light & healthy products offers
- Immediate 'environment of the POS is friendly
- Way of Payments diversity
- Brands offered
- Choice in food offers
- Choice in hot beverages offered
- Aesthetics, design of the POS
- Animations & games (Winner coffee, aso.)
Importance / Satisfaction

NON Consumers Public Transports

FORCES

- POS easy to use
- Choice in cold drinks offers
- POS Cleanliness
- Products freshness
- Products quality
- Way of payments diversity
- Reliability & preciseness of the cash change
- Coffee quality
- Prices

WEAKNESSES

- Diversity & supply of the POS
- Spot of the POS
- Information visibility on products
- Choice on hot beverages offers
- Choice in the Food offer
- Light & healthy products offer
- Special offers
- New products offer
- To discover
- Brands offered
- Friendly Environment next to the POS
- Aesthetics & design of the POS
- Game & animation (Winning coffee, aso.)

Very important

Very satisfied
What is the answer?

Increase impulse and work with – emotions – colours – communication
Freshness

Introduce new product range like

- Waterbar
- Fruits
- Smoothies
- Cafe Latte
Increase convenience

Coffee to go
Avoid the coins offer new payment Solutions
Summary

- Vending full fills requirements of clear defined target groups in railway stations
- Easy and focused communication required
- Spot – availability – convenience is key
- Freshness enter in vending offer
- New payment systems allows change in offer