

Nespresso Customer Insights Survey

Thank you for participating in the Nespresso Customer Insights Survey. Your feedback is invaluable in helping us enhance our products and services. This survey aims to understand your preferences, satisfaction levels, and perceptions of our sustainability initiatives. Additionally, we seek to learn how Nespresso compares to other coffee brands you may use.

The survey will take approximately 10-15 minutes to complete. Please rest assured that your responses will be kept confidential and used exclusively for research purposes. We appreciate your time and effort in helping us improve your Nespresso experience.

* Indicates required question

Skip to question 1 *Skip to question 1*

Demographic Information

1. What is your age? *

Mark only one oval.

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 and above

2. What is your gender?

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Prefer not to say
- ☐ Other: _____

3. In which region/country do you reside? *

Mark only one oval.

- ☐ North America
- ☐ Europe
- ☐ Asia
- ☐ South America
- ☐ Africa

Customer Preferences

4. How often do you drink Nespresso coffee? *

Mark only one oval.

- ☐ Daily
- ☐ Several times a week
- ☐ Weekly
- ☐ Occasionally
- ☐ Other: _____

5. Which types of coffee blends do you prefer? (Select all that apply) *

Tick all that apply.

- ☐ Espresso
- ☐ Lungo
- ☐ Ristretto
- ☐ Decaffeinated
- ☐ Flavoured
- ☐ Seasonal varieties
- ☐ Other: _____

Product Quality and Satisfaction

6. On a scale of 1 to 5, how satisfied are you with the taste consistency of Nespresso coffee? *

Mark only one oval.

1	2	3	4	5		
<hr/>						
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied
<hr/>						

7. What issues, if any, have you experienced with Nespresso machines?

Packaging Preferences and Concerns

8. How important is sustainable packaging to you when choosing a coffee brand? *

Mark only one oval.

- ☐ Not Important
- ☐ Somewhat Important
- ☐ Important
- ☐ Very Important

9. What changes would you like to see in Nespresso's packaging?

10. Are you aware of Nespresso's recycling programs? *

Mark only one oval.

- ☐ Yes
- ☐ No

11. On a scale of 1 to 5, how sustainable do you perceive Nespresso's products to be? *

Mark only one oval.

	1	2	3	4	5	
<hr/>						
1 (N	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	5 (Very Sustainable)
<hr/>						

12. What additional sustainability efforts would you like Nespresso to implement?

Comparative Insights

13. Which coffee brand do you currently use? *

Mark only one oval.

- ☐ Nespresso
- ☐ Keurig
- ☐ Lavazza
- ☐ Illy
- ☐ Other: _____

14. On a scale of 1 to 5, how satisfied are you with your current coffee brand?

Mark only one oval.

	1	2	3	4	5
1 (V	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> 5 (Very Satisfied)

15. What factors would influence you to switch to Nespresso?

Customer Service

16. How would you rate your overall experience with Nespresso customer service

Mark only one oval.

1 2 3 4 5

1 (V ☐ ☐ ☐ ☐ ☐ 5 (Excellent)

17. What suggestions do you have for improving Nespresso's customer service

18. Do you have any additional comments or suggestions for Nespresso

Thank you for participating

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