

MAKE IT WONDERFUL



PRESS RELEASE

Aarburg, 30.11.2021

Franke's new digital platform enables individualized and convenient product experience

Franke Coffee Systems launches its new virtual platform, Franke Digital Coffee Machine Explorer. Visitors can expect an engaging, personal experience around Franke's complete portfolio, from the A300 to the A1000, the Specialty Beverage Station, and the barista-favorite, the S700. The digital environment lends itself to personalized visits for exploring Franke's full range of professional fully automatic coffee machines, as well as Franke Coffee Technologies.

Franke Digital Coffee Machine Explorer creates a virtual experience that is tailored to each users' needs. Convenient, easy to navigate, and thorough, each visitor follows just two steps to find the Franke solutions they should consider for developing and strengthening their coffee business. The platform provides the opportunity to identify comprehensive solutions for businesses of all sizes and various customer segments. At the same time, it succeeds in differentiating itself from standard digital platforms by favoring an engaging, personal appeal that emphasizes human interconnection and rapport.

In keeping with their unique branding approach, "It's all about the moment", Franke is infusing this new take on a virtual experience with very human touchpoints. Franke's own guide accompanies visitors, personally presenting each coffee machine and technology within its own short video.

Additional reference videos document satisfied customers as they present their own success stories and testimonials, attesting to the reliability of real-world performance and the importance of premium coffee indulgence.

"We want our visitors to feel comfortable within our new digital environment. They should be able to sit back, watch and listen. Our virtual experience then reassures our guests, proving that Franke has a solution that can easily support them in finding success in their business settings," Jessica Zöhner, Head of Global Marketing at Franke Coffee Systems, confirms.

"Our visitors can enter this virtual environment easily to discover solutions that work for their coffee business. What's great is that it all happens at their convenience and from the comfort of wherever they find themselves," states Roman Probst, Head of Global Sales at Franke Coffee Systems. "The user-interface is optimized for smartphone and tablet, allowing our guests the freedom to reengage with each solution's narrative, any time. Identifying tailored solutions and configurations for their specific coffee business environments is more intuitive and easier than ever," he adds.

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About Franke Coffee Systems

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of fully automatic coffee machines for professional coffee making needs. Our passion for the best coffee quality motivates us to elevate the customer experience through sharing state-of-the-art innovations and profound industry expertise. Learn more at coffee.franke.com

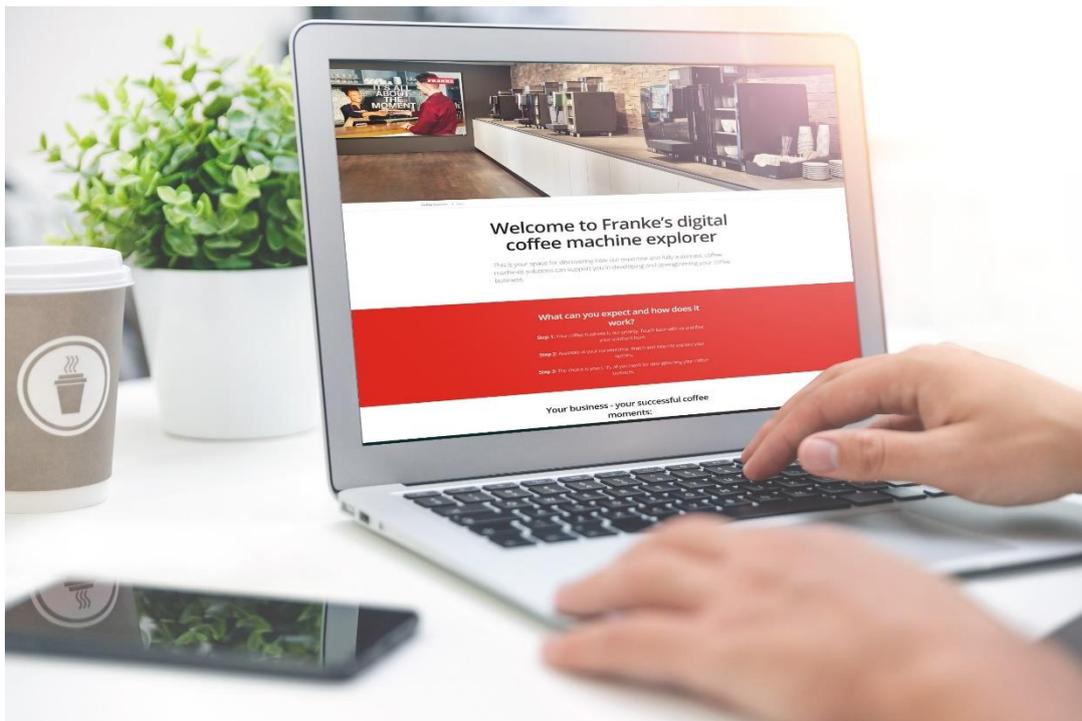
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Discover the full Franke range of professional fully automatic coffee machines with the new Franke Digital Coffee Machine Explorer.

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