

Ensuring consumer satisfaction in a changing context!



George Konstantellos

Customer Relations Head @ Nestle Hellas

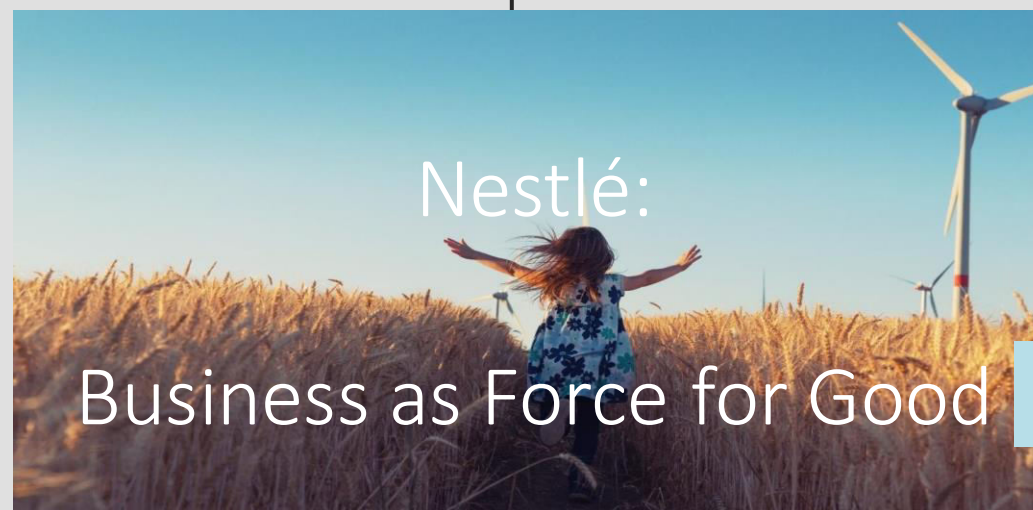
Martha Zontanou

Consumer Relations Manager @ Nestle Hellas

Who we are



In 1866 the Swiss pharmacist Henri Nestlé created the first infant food: *Farine Lactée*





This year
we had it all!

1. Covid19 changing our daily lives
2. Lifestyle shifted from OOH to IH
3. Economy challenges in many businesses
4. Weather challenges

Health



Financial
& job
security



All roles
@home



Consumer top concerns




Safe

Strong
&
Empowered

Positive
&
Motivated
to service

How
our people
feel?

A man in a green shirt is sitting at a table with two children, a girl on the left and a boy on the right, eating together. The man is looking down at the table. The girl is wearing a pink shirt and a grey patterned apron. The boy is wearing a yellow shirt and blue overalls. They are all eating from plates on the table. The background is a dimly lit room with a wooden shelf.

What is
our role as a company
in this context?

“Food and beverages are essential to people’s lives...”

Close
monitoring of
pulse

Per product

Per touchpoint

What is the
consumer satisfaction
to our brands in that context?



Closer
monitoring of
pulse

Per product/
channel

Per touchpoint

How are our
customers
impacted?
What is important for
them?

Business
Continuity
Plan

Focus
Areas

Speed

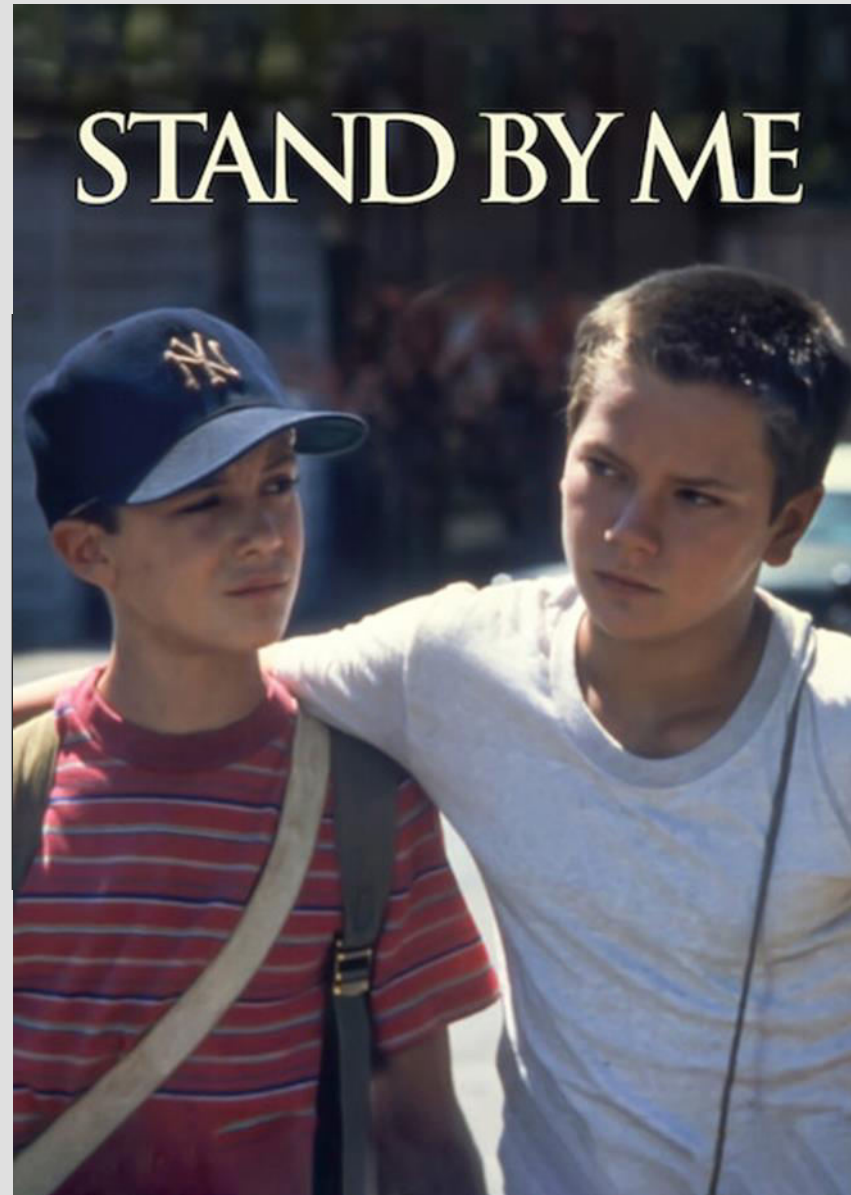
Agility

Internal
alignment &
common
mission

Partners

Is our
operating model
still relative?

Expense or
Investment?

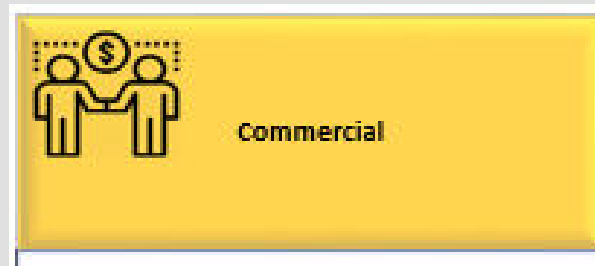


Proactive
not Reactive

Always Open For You



Our Initiatives





Always open for you video NP

Thank you!

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• **Martha Zontanou**

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