

Customer

Torani

Industry

Consumer Packaged Goods (CPG)



In partnering with Reve to launch our conversational chatbot technology over Facebook Messenger, we have created a seamless bridge between our recipe library and a new generation of consumers.

— **Jennifer Morimoto,**
Torani Senior Digital
Marketing Manager



OBJECTIVE

Torani, the 95-year-old, iconic syrup brand, wanted to create a digital experience that would increase consumer sales and expand brand awareness of products. Specifically, Torani wanted its brand to have a strong presence on messaging platforms, which are being used by increasing numbers of US consumers.

SOLUTION

Reve Marketing helped Torani launch the “Torani Recipe Assistant,” a chatbot with encyclopedic insight into Torani’s library of thousands of food & beverage recipes. Consumers can speedily find recipes using structured responses to questions or by having a conversation with the chatbot.

Further, the chatbot provided the following capabilities:

- Conversational-style free text inputs from consumer with AI-based learning
- Customer support – Conversation begins with the option to find recipes or talk to customer support. User also can opt to chat with a human customer care agent at any point during the conversation.
- Engagement campaigns – Users can take a trivia quiz about Torani and receive a Torani coupon
- Smart results – Chatbot can prioritize recipes in categories such as “newest”, “most popular” and other categories, to help consumers surface the most relevant content

RESULTS

