Health+™ Starter

Helping you to define health for your customers

Spoon Guru

Health+ is deployed through a sophisticated logic based mechanism with rigorous rules & thresholds established by our nutrition experts to support ongoing product categorization.

It enables unique health programs based on complex rules.

High Level Value & KPI Contribution:

Health+ Starter enhances customer experience, drives positive behavior change around health, and improves brand reputation and perception.

- Engagement
- Revenue
- NPS

Benefitting Teams:

- Customer Propositions
- Marketing
- Health
- Loyalty

CASE STUDY: Schnuck Markets 'Good For You' Program

The Challenge:

Schnucks wanted to help their customers more easily make healthier food choices, on any budget. They were also looking for a way to gain market share and differentiation, increase engagement and NPS, and enhance their loyalty program.

The Solution:

Using a combination of industry-leading AI and in-house nutrition expertise, Spoon Guru integrated and enhanced all Schnucks product data and standardized existing regulatory information. We then built complex nutritional rules to accurately determine what's 'Good For You', with our QA process ensuring confidence in the integrity of resulting list of over 5000 products.

171% increase in classified "Good For You" products

20% of acquisition target met within 2 weeks of launch

Read the full Case Study here

Omni-Channel Applications:

- In-store *(eg: power aisles & signage, scan as you shop)*
- Multi-touch marketing
- Digital curated zones
- Promotions

Why Choose Spoon Guru:

Health is complex. It means different things in different categories in different markets.

Our in-house nutrition science and regulatory experts help you define what healthy is for your customer.

Our award-winning, scalable AI technology processes thousands of data points daily, is defensible against suppliers and has a history of successful deployments.

Get in touch & start from *12 weeks!*

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