Coca-Cola Business Services North America story

Quenching their customers’ thirst for better support

The Coca-Cola Business Services North America story

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Rising cost of ownership

Effective change management was critical for the successful phased approach moving forward in phases.

Complicated technical architecture

Lack of flexibility and interoperability

Three service areas: finance, human resources, contact center services

Three legacy, on-premise systems

Day 1 system availability 99.9%

Cloud solution offered the business agility, flexibility and then also the reduction in costs, it was a pretty easy sell from our perspective.

An iconic brand since 1886

Strong omnichannel customer engagement strategies outperform weak strategies

More than 1.8 billion Coca-Cola products consumed each day

The business case for impactful technology improvements, the new capabilities, the strategy outperformed the weak strategies.

Increased business agility

99.9% 60 seconds or less

By just building out the right business case for our executives, we were able to really easily gain their buy-in to move forward. Once they saw the impressive results from their Day 1 capabilities, they were able to really easily sell it to the executive leadership team, we were able to really easily sell out the Day 1 capabilities.

True business transformation begins with a business strategy, channels, and identifying critical business outcomes.

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Legacy systems didn’t offer the flexibility and interoperability they needed and made reporting and analytics extremely difficult. Meanwhile, maintenance costs continued to skyrocket. So finding a new, cloud-based solution that could evolve with them became their top priority.

“Raging on what was priority #1 for operations—making sure that we did not impact the customer in any way and that we could still deliver on service.”

Nicole Thomas, AVP | Coca-Cola Business Services North America

The challenge

Coca-Cola Business Services North America struggled with outdated contact center technologies. The company found itself in a situation with a vendor who’s only interested in selling you the next latest, greatest feature or functionality. But that they were really going to be a partner with us and help us to deliver on our business plan, whereas the vendor was only interested in selling us the latest and greatest feature or functionality. But that they were really going to be a partner with us and help us to deliver on our business plan.

“We really wanted to focus on building a true partnership and not put ourselves in a situation with a vendor who’s only interested in selling you the next latest, greatest feature or functionality. But that they were really going to be a partner with us and help us to deliver on our business plan.”

Nicole Thomas, AVP | Coca-Cola Business Services North America

3,500

Business

500

Financial benefits

200

Business

The benefits of migrating to the cloud-based solution.

Supports more than two-thirds of North

1.500 employees

Three service areas: finance, human resources, contact center services

Three legacy, on-premise systems

An iconic brand since 1886

Strong omnichannel customer engagement strategies outperform weak strategies

89% vs 33%

99.9%

Day 1 system availability 99.9%

1.8 billion

Coca-Cola products consumed each day

500

Financial benefits

100% of scheduled outbound calls completed every day

The business transformation begins with a business strategy, channels, and identifying critical business outcomes.