



Company Name

Coca Cola Bottling Unit UK Ltd

Industry

Manufacturing & Distribution

Business Benefits

- Accurate call logging
- Issue tracking
- Service Level Agreement management
- Customer Management

Quick Stats

Product: HEAT
Employees: 400

HEAT Provides Coca Cola With Superior Levels of Customer Service & Support

COMPANY BACKGROUND

CCBU, a leading soft drinks manufacturer and distributor, is based in Lambeg, Northern Ireland. The company currently employs over 400 people and is responsible for a number of areas including advising customers on store layouts to maximise the potential volume and profit from soft drinks sales.

The customer service centre, launched as a single point of contact for the company's 14,000 customers, handling order entry and queries on stock, equipment, promotions, invoicing and quality.

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Dianne Foster, Information Systems Manager, CCBU

CUSTOMER SATISFACTION

The decision to install a help desk dates back to 1996 when the first customer satisfaction survey was conducted. The main findings were very positive, customers generally felt they were receiving a good service. One issue was raised by the survey; Coca-Cola customers did not feel there was a single point of information.

Until recently the company didn't have a formal structure to record and track all incoming calls. As John Barrett, General Sales & Commercial Manager explains, this wasn't an ideal scenario. “The company would receive calls but they were not logged in a uniform way which meant that we were not able to analyse the type or frequency of incoming calls. It also meant the quality and consistency of responses could vary and there was no way of tracking if the advice given resolved the problem.”

CUSTOMER MANAGEMENT

CCBU looked at various products in its search for a solution that would best fit its needs. Dianne Foster, Information Systems Manager, explains why HEAT was chosen: “HEAT contained the functionality we required and financially it was a cost effective solution.”

A primary focus for the company was to ensure the solution implemented would provide customers with the best possible service. HEAT fitted the bill as Dianne explains: “HEAT was introduced so we could manage our customers better. The system ensures all calls are logged and therefore measurable. Plus we've been able to implement Service Level Agreements (SLA's) which means that if a call has not been resolved within a specified period of time it is automatically escalated.”



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Dianne Foster, Information Systems Manager, CCUB Ltd

DIVERSE CALL TYPES

It took just under six weeks to implement HEAT. The service support team deals with a range of incoming calls that include complaints, orders, enquiries, delivery and pricing. The support centre is split between customer services and customer complaints. HEAT is used to monitor product codes found on packaging and products, and when the support team finds three or more complaints that refer to any of these items then an alert message is sent direct to the incident team who then investigate.

BACK TO BASICS

As a result of implementing HEAT the company has reassessed how it works. CCUB went back to basics and installed SLA's, scripted responses and screen customisation. The customer service team underwent intensive training to understand how each department works and understand the symbiotic relationship between the departments. Now each new employee is trained in first level response across the board which enables everyone within the company to close standard queries and improve the service customers receive.

It is vital for Coca-Cola to ensure customers receive orders and for the organisation to track the stocks progress. HEAT has enabled them to achieve this. SLA's are set for organisations depending on the equipment/products purchased. For example, a supermarket may place an order for 100 cases of soft drink and when these are delivered the service level is achieved at 100 per cent. But if the order is not fulfilled as required it impacts on the supply chain and therefore the service the supermarket offers to its customers.

Previously, it was not possible to analyse the number, frequency or resolution rate of calls. John Barrett comments on the difference HEAT has made. “By using managers console, we can instantly see how we are performing against targets. We can see when an SLA is in danger of

being breached and if there has been a breach managers can drill down to establish why.”

HEAT is instrumental in improving customer service. It allows the company to track and monitor how well it's doing against target. The customer service centre, which receives in the region of 1500 calls per week, takes a sample of callers and asks them how well the call was resolved and how friendly the support staff were. Currently, CCUB is running at 95% satisfaction rate and reviews its service levels on a continual basis using HEAT as the improvement tool.

Although HEAT is currently being used primarily as an external support centre, it has had a positive impact internally. HEAT is used as a diagnostic tool whereby the trends are analysed and where a problem occurs regularly the department/team is approached to be given extra training. Adrian McGarry, Customer Services Manager, commented: “HEAT has proved an invaluable asset for training our employees. HEAT allows us to identify areas which needed addressing. We are continually striving to improve the way we deal with our customers – fully trained staff allow us to do this.”

THE FUTURE

Dianne Foster sums up CCUB's plans for the future: “As a business tool HEAT has had such a positive impact that there are plans to roll it out across other countries within our group. Building on the current success, we are planning to extend HEAT to our sales force by offering them remote access over the web. There are also plans to integrate HEAT with Lotus Notes and Microsoft Office. The ultimate goal is to achieve a paperless office, with HEAT as the corner stone maintaining superior levels of customer service and satisfaction.”