

Case study

Salesforce helps Kofola compete with the world's largest soft drink makers

Just sey it like



Kofola is one of the best known and most popular soft drinks in Central Europe. Within the region, it has become a major rival to both Coca-Cola and Pepsi. The origins of the brand date back to Czechoslovakia in 1959. Especially in recent years, Kofola has undergone significant expansion: it has entered foreign markets in countries such as Romania, Poland, Croatia and Lithuania.

Kofola's goal was to build a call centre with a personal touch and fast order processing.

Previously, Kofola used external call centres for all its brands, where it processed telephone orders from customers in the Czech Republic and Slovakia. There were several reasons why Kofola approached us to analyse its business needs: the external call centre did not allow direct access to sales and customer information, including its collection, cost reduction, or internal information. The analysis led to the decision to create a new call centre with its own staff and more efficient operation.

Kofola's requirements included, for example, that calls received in the call centre had to be immediately converted into orders (which required linking order data with other

systems used in the production process, including SAP) and that the order-based system had to be able to monitor key performance indicators (KPIs). In addition, it was necessary to reduce the time required to process each order.

Kofola also wanted to assign each customer their own call centre operator and thus provide a more personalised service. A more personal approach required an overview of customer data going back up to two years. At the same time, the company wanted the new system to provide flexible and efficient call centre management and to be easy to extend with additional features in the future.

What was the proposed implementation solution:

- Salesforce Lightning Service Cloud Connection with SAP platform
- Connection of the already developed CTI system with Kofola's PBX system
- Connection to the Limigo system used by sales representatives

New reports – standard reporting supplemented with new functions for managers or call centre supervisors, who have

an overview of calls in real time, how many calls have been processed and how many are waiting to be processed, the status of operators (breaks and lunch breaks), etc.

Java application to export data from SAP to Salesforce, managed by Salesforce

- Tool to work with any items that are exported from SAP and converted for Salesforce format

What was the Salesforce implementation process like?

We designed a system for Kofola that combined the PBX telephony platform with the customer relationship management system in Salesforce. This allowed us to collect information about incoming calls and add it to customer and order data. In addition, the new system allows each call centre client to be assigned an operator, which Kofola hoped would improve customer service and call centre efficiency. Thanks to the new customer relationship management features in Salesforce, the new system enables the collection of various customer data (including, among other things, information on how often they want to be contacted by their operator). A special scheduler has been developed to track and assign call center operators to customers.

What did the implementation bring to Kofola?

Since the implementation of the new system, Kofola has been able to significantly increase the number of orders that call center representatives are able to handle. The costs are lower than they were with an external call centre. Kofola currently manages to process 1,500 to 2,000 orders per day, with the possibility of increasing this number to 3,000 orders. The call centre can handle 3,700 to 4,200 calls a day, which is two to three times more than the former system. As a result, the call centre, with only 30 employees, accounts for 25-30 % of the company's revenue.

The new system has also enabled better communication between the call centre and the sales teams. For example, if a sales representative is on the road, he can easily contact the call centre operator by message and order a product from him. Data about orders and calls are automatically exported to Kofola's data storage directly in the call centre. It is therefore possible to analyse it further and take it into account for further procedures and improvements.

Main benefits:



Ability to work with the systems the client is using and link them to new, often very different systems



Very good understanding of the client's business



Creation of an easy to use end-user environment

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