

How can AI transform shared services?

Coca-Cola European Partners elevates support with smarter portal built on ServiceNow, AI, and machine learning

Job to be done

Centralize support for shared services onto a single platform, starting with source-to-pay

Solutions to do it

- ServiceNow® Customer Service Management

What we did

Automated manual processes and replaced emails with a dedicated support portal for CCEP's markets across Western Europe

The world's largest Coca-Cola bottler Coca-Cola European Partners (CCEP) makes, sells, and distributes some of the world's best loved drinks to around one million customer outlets across Western Europe. It operates in 13 countries, with more than 22,000 employees.



ServiceNow Customer Service Management has all the functionality we need to streamline services and unlock greater transparency – helping us provide the best possible service to our partners and our customers.

Consolidating multiple legacy systems

When the company was formed following a merger of three Coca-Cola bottlers in 2016, it inherited multiple disparate systems and legacy technology. Many processes were manual, and up to 90% of the 200,000 annual service desk requests were coming in via email. As Plamen Dinchev, Director of Source-to-Pay explains, "Shared services is a critical part of the company. We needed to dramatically increase digital capabilities to streamline operations and improve efficiency."

Martha Merk

Associate Director
Business Partner Shared Services
Coca-Cola European Partners

CCEP operates in

13

countries, with support from its finance shared service center

With

900

employees in Bulgaria (appr. 120 STP)

And

40%

of requests to be handled by machine learning

Automating manual processes

The company began its digital transformation in the source-to-pay department. “We use ServiceNow in other areas of the business and have always had a very positive experience,” explains Martha Merk, Associate Director, Business Partner Shared Services at CCEP. “ServiceNow Customer Service Management has all the functionality we need out of the box to streamline services and unlock greater transparency.”

The solution gives agents a standard dashboard to automate case allocation. Leveraging AI and machine learning offers the potential to automatically scan emails and populate request forms. For invoice queries, which make up 40% of all service desk cases, it can establish the status of the invoice automatically without the need for a human touchpoint.

Freeing up resources to generate more value

By adopting more automated processes, agents are free to focus on more complex or valuable activities. Eliminating emails full of unstructured text means they receive concise and relevant information to help them respond to queries faster, ultimately helping users to be more productive.

Setting high standards for other departments

With the source-to-pay department running efficiently and effectively on ServiceNow, the team can demonstrate the value of the solution to other areas of the business.

“We’re looking forward to continuing our journey and celebrating more success with ServiceNow,” adds Plamen. “As well as improving colleague productivity, we’ve got richer insights into our businesses, and can proactively drive efficiencies to stay ahead of the competition in a dynamic market.”

“ We’re looking forward to continuing our journey with ServiceNow to further improve our digital workplace capabilities – for our colleagues, our partners, and our business.

Plamen Dinchev

Director of Source-to-Pay
Coca-Cola European Partners

Now you know how work can work better.