

**RightAnswers**  
upland

Case Study

# Nestlé improves end-user experience with RightAnswers



Nestlé Good food, Good life



**INDUSTRY**  
**Manufacturing**

**COMPANY**  
**Nestlé**  
**UK and Ireland**

[nestle.co.uk](http://nestle.co.uk)

World's largest food and beverage company has more than 2000 brands, ranging from global icons to local favourites such as KitKat, Nespresso, and San Pellegrino.



**Nestlé** Good food, Good life



The world's largest food and beverage company, **Nestlé**, reduced the demand on their IT customer support teams and improved the end user experience with RightAnswers.



## Business Need

Ensuring employees have the technology they need to do their job is a core part of keeping a business running efficiently. As in any organisation, Nestlé needed to balance this requirement with the cost of providing this support and chose to partner with RightAnswers by Upland to:

- Improve user experience.
- Reduce inbound volume to Customer Care team.
- Handle existing Customer Care demand as efficiently as possible.
- “Shift-left” appropriate demand to Customer Care first line or the self-service portal.

## Solution at a Glance

### RightAnswers Knowledge Management

Knowledgebase article management portal, administration console, agent portal, and end-user self-service portal with ticketing integration.

## Setting Up for Success

Nestlé upgraded its platform version at the start of 2017 and used the opportunity to do a full health check of its solution alongside its dedicated Upland Customer Success Manager, who provided expert help and guidance to improve the efficiency and effectiveness of its service. As a part of this activity, Nestlé took a number of training classes with Upland to learn about and implement KCS™ (Knowledge Centered Service) — the leading best practice methodology for knowledge management.

*“The RightAnswers platform and partnership from the Upland team has been critical to our success with knowledge and self-service, and the support of our dedicated Customer Success Manager is helping us drive continuous improvement.”*

— Jon Drake  
Customer Care Manager, Nestlé UK

## Benefits

Through regular reviews with Upland, learning knowledge management best practice and learning from others with similar goals, Nestlé has been able to keep their self-service focused on the high-frequency demand that impacts their customers most, while constantly adding new and emerging knowledge to their offering. Using RightAnswers' latest technology, the user experience has greatly increased, allowing simple, intuitive access to find answers, get updates about existing issues, raise new requests, and inform IT about issues affecting its productivity.

## Knowledge Centered Service Methodology

After taking KCS™ training from our experts, Nestlé adopted and adapted the pre-eminent knowledge management methodology to ensure future success for knowledge - employing processes to ensure agents and users have access to the newest and most accurate information at all times.

## Partnering with Upland for Knowledge Management and Self-Service

**Nestlé has taken advantage of not only the Upland RightAnswers technology, but also:**

### Certified KCS™ training

Onsite KCS training from their dedicated Customer Success Manager.

### Virtual RightAnswers KCS community

Talking to other clients with similar goals and challenges, learning from each other.

### Ongoing Best Practice webinar series

Tackling popular knowledge and self-service topics.

### Access to the experts

Regular reviews with our experienced teams, helping set strategy and support in delivery.

### Knowledge article library

Pre-written RightAnswers' knowledge article library containing over 80,000 solutions.

### What Nestlé is saying about using Upland RightAnswers:

**Over 90% of demand is self-served**

**95% Customer Satisfaction**

**400% increase in self-service usage**

**Avoids millions in current and future support costs**

**Upland** helps global businesses accelerate digital transformation with a powerful cloud software library that provides choice, flexibility, and value. Our growing library of products delivers the "last mile" plug-in processes, reporting, and job specific workflows that major cloud platforms and homegrown systems don't provide. We focus on specific business challenges and support every corner of the organization, operating at scale and delivering quick time to value for our 1,700+ enterprise customers. To learn more, visit [www.uplandsoftware.com](http://www.uplandsoftware.com)

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**RightAnswers**

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