

upland

RightAnswers

Case Study

Nestlé improves end-user experience with RightAnswers



Nestlé Good food, Good life



INDUSTRY
Manufacturing

COMPANY
Nestlé
UK and Ireland

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



Nestlé reduced the demand on their IT customer support teams and improved the end user experience with RightAnswers.



Business Need

Nestlé supports over 10,000 customers in the UK and Ireland with thousands of users needing IT service and assistance each month. To keep customers satisfied and empower employees to do their jobs efficiently, it's crucial to have the right technology. Nestlé needed to balance this requirement with the cost of providing this support to:

- Eliminate traditional ticket-based demand by using the self-service portal or "shift left" demand to first-level Customer Care
- Improve customer experience
- Reduce inbound volume to support teams
- Present proactive content to the business
- Reduced number of IT service tickets

Solution at a Glance

RightAnswers Knowledge Management

Knowledge base article management portal, administration console, agent portal, and end-user self-service portal with ticketing integration. Customized RightAnswers by using Custom Branding, Live Service Status, Outline Digital Bar Access.

Setting Up for Success

Nestlé, a RightAnswers customer since 2008, 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 initiative, 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
IT Core Technology Manager,
Nestlé UK

Benefits

Through regular reviews with Upland, learning knowledge management best practices 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.

Through the investment in RightAnswer's latest technology, Nestlé provides self-service to nearly 5,000 users each month through an enhanced user experience. RightAnswers allows simple, intuitive access to find answers, get updates about existing issues, raise new requests, and inform IT about issues affecting its productivity. Thanks to RightAnswers, the vast majority of users are now able to resolve issues through the self-service portal, which has eliminated the need for traditional service desk support.

Not only has the investment minimized the number of incidents created, but it has also allowed 80% of incident tickets to be resolved at first level, with many being solved almost immediately thanks to easy to find resources.

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:

Effective IT demand prevention via self-service

80% of incident tickets resolved at first level, almost immediately.

Maximize self-service portal usage

Significant costs savings versus traditional support

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

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