

# World's largest food and beverage company 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 Enterprise Knowledge Hub:** 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.



NESTLÉ UK & IRELAND

**INDUSTRY:** Manufacturing

**EMPLOYEES:** 6000+

**WEBSITE:** nestle.co.uk

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

### At a Glance

#### Results

- **Over 90%** of demand is self-served
- **95%** Customer Satisfaction
- **400%** increase in self-service usage
- **Avoids millions** in current and future support costs

*"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<sup>SM</sup> 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.

## Benefits of 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
- **RightAnswers' pre-written knowledge article library**, containing over 80,000 solutions



The RightAnswers platform is KCS v6 verified. Our Customer Success team members are certified to train and certify others in the KCS methodology. KCS helps with operational efficiency, self-service success, and organisational learning.

### About RightAnswers

Upland's RightAnswers delivers the right answer to the right person at the right time, making your newest customer contact agents as productive as your best and most experienced agents. Transforms the customer and IT support self-service experience resulting in happier, more loyal customers and team members.

### About Upland

Upland Software (NASDAQ: UPLD) is a leading provider of cloud-based Enterprise Work Management software. Our family of applications enables users to manage their projects, professional workforce and IT investments; automate document-intensive business processes; and effectively engage with their customers, prospects and community via the web and mobile technologies. With more than 2,500 customers and over 250,000 users around the world, Upland Software solutions help customers run their operations smoothly, adapt to change quickly, and achieve better results every day.