

Case Study

**How Nestlé
Resolved 80%
of IT Tickets at
First Contact
and Scaled Self-
Service to 5,000
Users a Month**



INDUSTRY
Manufacturing /
Food & Beverage

COMPANY
Nestlé
UK and Ireland

[nestle.co.uk](https://www.nestle.co.uk)

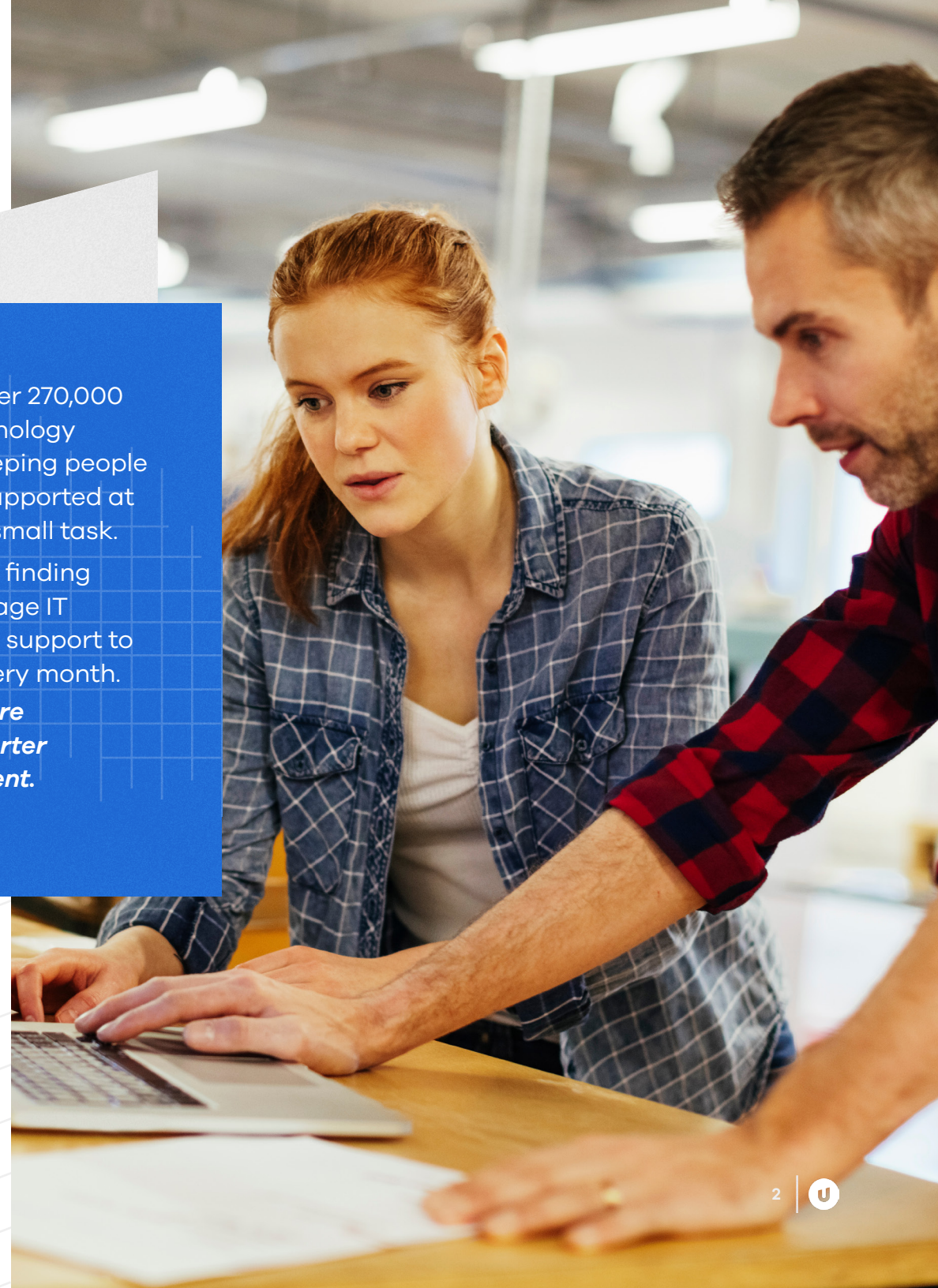
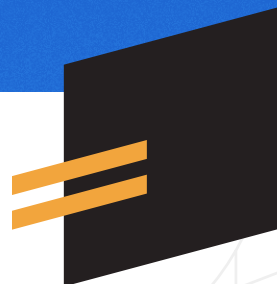
Nestlé is the world's largest food and beverage company with more than 2000 brands, ranging from global icons to local favourites such as KitKat, Nespresso, and San Pellegrino.



With a workforce of over 270,000 employees and a technology footprint to match, keeping people productive and well-supported at enterprise scale is no small task.

For **Nestlé**, that meant finding a smarter way to manage IT knowledge and deliver support to thousands of users every month.

The answer wasn't more headcount. It was smarter knowledge management.



The Problem With Scattered Knowledge

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. Every unresolved ticket, every delayed response, and every user who couldn't find an answer on their own had a direct impact on productivity and the bottom line. Scaling headcount wasn't an option. The only sustainable path forward was a smarter, more efficient approach to knowledge and self-service.

The company set out to:

- Eliminate traditional ticket-based demand by shifting users to self-service or "shifting left" 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

The deeper issue was familiar to any large support organization. When answers live in too many places, agents and users struggle to find what they need, and they can't always trust what they find. Nestlé needed one reliable source of truth across every channel.

"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



Turning Knowledge Chaos Into Measurable Results with RightAnswers

A RightAnswers customer since 2008, Nestlé made a strategic decision to upgrade its platform and partnered with a dedicated Upland Customer Success Manager to run a full health check and reimagine its knowledge practice from the ground up.

The team customized the platform with Custom Branding, Live Service Status, and Online Digital Bar Access — then combined that technology foundation with certified KCS™ training and ongoing best-practice support to build a knowledge operation designed to continuously improve.

RightAnswers addressed each of Nestlé's core support challenges — unifying knowledge, embedding continuous improvement, and driving measurable performance gains across the board.

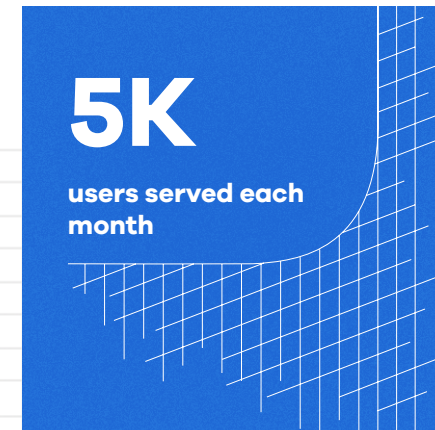
Nestlé replaced scattered, inconsistent content with a single, governed source of truth. Federated search now surfaces the right answer no matter where it lives, giving users and agents consistent answers across self-service, agent, and field channels.

For Nestlé, the impact was clear:

- **80% of incident tickets resolved at first level** — many almost immediately, thanks to easy-to-find resources
- **Issues resolved up to 4x faster**

- Nearly **5,000 users served each** month through an enhanced self-service experience
- **Effective IT demand prevention** through self-service, minimizing the number of incidents created in the first place

The vast majority of users now resolve issues on their own through the self-service portal, eliminating the need for traditional service desk support and delivering significant cost savings versus the old model.



Why RightAnswers + KCS™ Delivered Lasting Results for Nestlé

Nestlé's sustainable results came from RightAnswers and KCS working as one system. KCS kept knowledge accurate and current through every interaction; RightAnswers delivered it at the right moment, across every channel. Together, they prevented demand before it became a ticket, drove confident self-service adoption, and delivered real cost savings without adding headcount. The knowledge base gets smarter with every interaction, and stronger over time.

Nestlé's results were built and sustained by more than technology. Regular strategic reviews with Upland, a virtual KCS community, ongoing best-practice webinars, and access to a pre-built library of over 80,000 knowledge articles gave Nestlé the support structure to

keep performance compounding — not just holding steady. That's the difference between a tool and a true partnership.

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.

Knowledge with Trust, AI with Purpose.

Upland RightAnswers is the AI-powered, leading KCS v6 verified solution for configurable, scalable knowledge creation and delivery. Tailored for complex enterprises, RightAnswers allows customer service teams to quickly troubleshoot issues and satisfy customers.

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RightAnswers

For more information visit: <https://uplandsoftware.com/rightanswers/>