

Coca-Cola Amatil (CCA) is Australia's largest manufacturer and distributor of soft drinks and non-alcoholic beverages, including Coca-Cola trademarked products and CCA owned brands such as Mount Franklin Water.

Coca-Cola Amatil employs over 16, 000 people across six countries of operation in the Asia-Pacific region, 3,380 of those in Australia. In 2003, in Australia alone, CCA recorded revenue of \$1.883 billion.

CCA has shown the priority it is giving to customer service through the recent development of its \$15 million state-of-the-art national contact centre in Sydney, New South Wales. The centre is the hub of CCA's customer relationship management service, handling about 6000 inbound calls for retail sales and equipment service and about 5000 outbound calls relating to customer orders each day.

The national contact centre co-ordinates the distribution of sales enquiries, vending machine service calls and customer service calls from all over Australia.

Centre technical co-ordinator Mike Mason explains: "Communicating with our large field sales and service force is a critical part of our operation here." "We ensure that calls from potential customers are passed on to the sales team and are followed up. We also look after customer service calls and technical issues relating to restocking and servicing the many vending machines across the country."

Before coming to **MessageNet**, CCA had relied on a CB radio service and link pagers to relay the 6000 messages it dealt with daily.

"The biggest drawback to this system was that it didn't really work after hours," says Mr. Mason. "And we were unable to track statistics, or to log a history of calls."

"**MessageNet** is unique in that they can send messages to link pagers as well as to mobiles. Nobody else offers that flexibility," says Mr. Mason.

"Cost is also a major factor; **MessageNet** offers a very cost-effective service." He explains that **MessageNet's** willingness and ability to provide comprehensive statistical reporting was a big step forward: "The reports give us the ability to identify trends, track sales leads and generally manage our operations more efficiently."

CCA has implemented an enterprise-wide version of **MessageNet's** SMS product, which is accessible throughout its entire network.

"We have found **MessageNet** to be a very reliable product, with good back-up service," Mr. Mason says.

Company Profile

Coca-Cola Amatil's national contact centre services both internal and external customers. CCA bottles 59 per cent of all carbonated beverages consumed in Australia. It has 3380 Australian employees and last year recorded revenue of \$1.883 billion for Australia alone.

The Challenge

CCA needed an efficient way to communicate with field staff and respond to customer inquiries, a total of 11,000 contacts a day, inside and outside business hours.

The Solution

MessageNet implemented an enterprise-wide version of our SMS product with 24 hour/seven day a week technical support, giving Coca-Cola Amatil the ability to send bulk messages both inside and outside business hours. The **MessageNet** system also supports link pagers, which has eliminated the need for a second supplier.

Benefits

- Streamlined business procedures
- Timely, high-volume messaging
- Cost-efficient service
- Statistical reporting
- Proof of delivery

For further information

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