

Coca-Cola Amatil Boosts Customer Care with e-Commerce

Supplier reduces manual efforts and speeds service with OpenText™ B2B Managed Services

Coca-Cola Amatil (CCA) is one of the largest bottlers of non-alcoholic ready-to-drink beverages in the Asia-Pacific region and one of the world's top five Coca-Cola bottlers. CCA operates in six countries—Australia, New Zealand, Indonesia, Papua New Guinea, Fiji and Samoa—and employs 13,356 people, accessing 270 million consumers through more than 740,000 active customers.

With customers from large supermarket chains to small corner stores, CCA turned to OpenText to implement and manage a fully-outsourced e-commerce solution.

Shifting Foodstore Expectations

Electronic commerce or e-commerce is fast becoming a preferred method of doing business for the grocery industry. Major retailers reap the rewards of enhanced supply chain efficiency and increased business automation. As a result, more major consumer goods companies are moving to embrace the power of Internet-enabled e-commerce to do business with retailers.

Peter Kelly, General Manager Foodstore at CCA, notices the change in the way customers and suppliers are choosing to interact. "The grocery industry as a whole is moving strongly towards e-commerce. Our customers are very keen to have as many of their suppliers as possible dealing electronically and we wanted to take a leadership role in the industry."

Key retail traders such as Coles Myer, Woolworths, Franklins and Davids Holdings require that suppliers use electronic data exchange (EDI) and other e-commerce technology. For example, many retailers expect that purchase orders be acknowledged within two hours, an almost impossible task without the benefits of EDI.

INDUSTRY

Beverage

CUSTOMER

Coca-Cola Amatil (CCA)

CHALLENGES

- *Growing customer expectation for e-commerce*
- *Time-intensive manual processing and re-work for orders*
- *Limited internal e-commerce experience*

SOLUTIONS

- *OpenText™ B2B Managed Services*

BENEFITS

- *Automated purchase order updates and reduced re-work speed processing*
- *E-commerce improvements demonstrate leadership, enhance customer service*
- *Outsourcing to experts supports focus on core competencies*

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PETER KELLY, GENERAL MANAGER FOODSTORE, COCA-COLA AMATIL

E-Commerce Expertise and Convenience

After considering a range of in-house and outsourced options, CCA chose OpenText to own and manage its e-commerce program through its OpenText™ B2B Managed Services solution. “We assessed whether we should do this internally and what the balance would be between in-house versus outsourced technology. The decision was made to outsource our e-commerce solution to OpenText,” explains Kelly.

With B2B Managed Services in place, CCA customers can send documents and messages in any format they require, while OpenText carries out all the necessary translation in the background.

Efficient Order Processing, Enhanced Service

The business benefits of implementing the e-commerce solution include less time spent manually reworking orders and the automatic updating of purchase order data. These improvements provide an extremely efficient trading relationship with customers and reflects CCA's commitment to make business transactions easier and more efficient.

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Technology changes in the beverage industry have resulted in a proliferation of message formats used by customers. This can lead to a large processing burden for an in-house IT department. An additional benefit of outsourcing its e-commerce is that CCA can now take advantage of the extensive OpenText infrastructure and solutions that integrate EDI and other format messages with existing back-office applications.

CCA sees the current solution as being a part of its wider e-commerce objectives to better meet customer needs. “This is stage two of a six-step program that we began by joining the online industry catalogue GS1net, also managed by OpenText,” said Kelly. “In the next stages we are planning collaborative forecasting, advance ship notices and remittance advices.”

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