



COCA-COLA HELLENIC BSO

Committing to provide Customer Centric Service

Established in 2011, The Coca-Cola Hellenic Business Services Organization (BSO) is a fast-growing Shared Services Centre providing a range of Finance and Human Resource capabilities.

Their initial focus was to put structure, process, and operational governance into place. However, with a constantly growing service portfolio, the BSO Leaders knew to achieve customer satisfaction, more was needed. The customer had to be at the heart of everything they did.

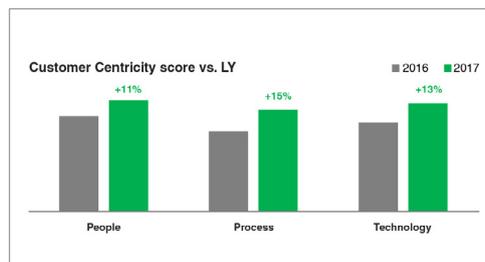
This required a shift in employee attitudes and behaviors, going beyond complying with standard procedures to providing Customer Centric service.

RESULTS | CCH BSO has achieved an increased satisfaction in the three Service Excellence dimensions – People (+11,4 ppts), Process (+14,6%) and Technology (+12,7%) within one year. These results reflect the organization's efforts and commitment to delivering uplifting service experiences to customers and employees.

FROM PROCESS TO SERVICE EXCELLENCE

In 2017, CCH BSO reached out to Uplifting Service. UP principles and tools provided employees with fundamental service concepts and practical tools to be directly applied at work. Leaders from different departments attended a 2-day Customer Service Excellence workshop.

Working in small teams, BSO mapped Perception Points for 5 critical Service Transactions. They were challenged to look closely at their process from the stakeholder's point of view and identify where to step up and add more value.



CLIENT

Coca-Cola Hellenic Business Service Organization

PROFILE

The Coca-Cola Hellenic Business Services Organization (BSO) is a fast-growing Shared Services Centre, located in Sofia, Bulgaria operating for the Coca-Cola Hellenic Company, the second biggest Coca-Cola bottler in the world.

MISSION

Our mission is to standardize, centralize, coordinate and simplify processes in order to improve productivity and reduce costs.

TEAM MEMBERS

Over 650 employees serving 24 Coca Cola Hellenic countries and 5 corporate offices.