

Better customer experience by going digital

Cost leadership is a key pillar of our corporate strategy and one of the reasons why many customers in cocoa and chocolate outsource their production to us.

But we want to support our customers beyond cost leadership. This is why we set out on a journey to become the undisputed leader in multichannel customer experience.

Expanding cloud-based services

With Salesforce, we introduced a cloud-based platform that enables us to make all customer interactions more efficient, drive digital transformation and most importantly: improve our customers' experience in Europe.

With the "My BC" customer portal, we will offer an improved experience through a 24/7 self-service channel, offering services such as: consulting online contracts, orders, invoices, certificates and technical sheets.

Key metrics, like response and resolution time, are now measured for customer call interactions. We are achieving improvements

in first-time resolution rates, and our teams are now able to provide more efficient feedback.

By evolving our digital services, our sales and marketing activities can be better targeted. This also means we can increase our reach to existing and new customers. Customer feedback also supports us in sharpening our website and social media platform for sales and marketing activities. Based on customer feedback to date, there has been an improvement in the overall customer experience.

“With our ‘My BC’ portal, we offer a 24/7 digital channel to enhance ease of doing business with us.”

Steven Vandamme, CIO Barry Callebaut

About

6,000 customers

targeted through
“My BC” portal

