

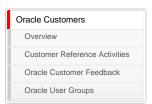
Sign In/Register Help Country V Communities V I am a... V I want to... V

Q

Products Solutions Downloads Store Support Training Partners About

OTN

About > Oracle Customers > Customer and Partner Search



SPECIAL.T by Nestlé Improves Consumers' Online Experience with a Multi-Channel Customer Experience Solution

Nestlé S.A. is the world's leading nutrition, health and wellness company with more than 2,000 global and local brands. Nestlé operates 447 factories in 86 countries and sells products in 196 countries. SPECIAL.T by Nestlé is a convenience tea concept developed by Nestlé, currently offering more than 30 tea varieties. It was launched in 2010 in France and subsequently rolled out in seven countries, including Germany, The Netherlands, Belgium, Austria, Switzerland, Luxemburg, and Japan. SPECIAL.T by Nestlé combines the art of selecting the world's best teas with the expertise of perfect preparation, helped by a tea machine specifically built for the brand's teas.



Oracle Customer: SPECIAL.T by Nestlé,

A word from SPECIAL.T by Nestlé,

"Managing our customer interactions with

Oracle Service Cloud enables us to move

servers and IP addresses, we can implement

best practices, features, and functionalities to optimize our customers' digital experience.

The benefits of working with Oracle Cloud

solutions are enormous." - Pascal Monnier,

IS/IT Manager, SPECIAL.T by Nestlé, Nestlé

very quickly. Instead of worrying about

Nestlé S.A.

Location: Vevey, Switzerland **Industry:** <u>Consumer Goods</u>

Printer View

Nestlé S.A.

S.A.

Oracle 1-800-633-0738 Have Oracle call you Global contacts



Participate in Oracle Customer Programs



Oracle Stories

- Oracle Doubles Sales Leads in Two Months with Oracle Eloqua Solutions
- Oracle Uses Big Data to Strengthen Cloud Security and Optimize Performance
- Oracle Gives Large Enterprises Confidence to Migrate to the Cloud
- Oracle Improves Sales Team Productivity and Runs Financial Batch Processes 5x Faster with Oracle Fusion Applications
- Oracle Seamlessly Integrates New Companies, Improves Database Performance by 4x, and Cuts Costs with Hardware and Software Optimized to Work Together

More Success Stories

Close

Partners Videos

Challenges

- Streamline sales and customer experience efforts across multiple countries and languages by building a central knowledge base of customer and product information for SPECIAL.T by Nestlé
- Expand knowledge of customers' tea consuming and shopping preferences through multi-channel engagement and direct customer feedback
- Improve customer experiences by engaging in direct customer discussions and interactions via a portal with live chat, rather than relying solely on phone and e-mail communication channels
- Facilitate interaction between customer service agents and customers by deploying a central knowledge base in multiple languages, and customized for each country
- Decrease sales and customer engagement platform support costs by deploying a homogeneous cloud-based platform

Solutions

- Deployed Oracle Service Cloud to enable improved and more efficient interactions with consumers through multiple channels—from the community portal to live chat with product specialists
- Decreased operating costs by using Oracle Service Cloud to provide customer service agents with a single user interface for all customer support needs, instead of relying on disparate non-integrated applications
- Enabled SPECIAL.T to create timely, customized offers for each consumer based

Oracle Product and Services

- Oracle Service Cloud
- Oracle RightNow Enterprise Contact Center
 Dynamic Agent Desktop Cloud Service
- Oracle RightNow Interface Cloud Service
- Oracle Consulting

- on their known preferences—such as for a specific tea flavor—and automatic out-of-stock date calculations, which remind the customer service agent that a customer has probably run out of merchandise
- Integrated customer engagement processes with the company's e-commerce sales platform and customer relationship management (CRM) platform to synchronize customer contacts, orders, and return merchandise authorizations in near real-time
- Implemented a central knowledge base that covers all basic topics from machine error codes to SPECIAL.T promotions, available in multiple languages and personalized by country, to offer customers and customer service agents a state-of-the-art interaction experience
- Enhanced purchasing support for consumers by offering answers in local language for a range of topics, such as tea flavors and preparation recipes, and targeted information for country-specific topics, such as delivery schedules
- Gained the ability to receive direct consumer feedback via a portal with live chat, enabling the company to adapt products and services to consumer demands in the shortest time possible
- Leveraged Oracle Service Cloud's outreach feature to drive additional revenue through targeted customer offers based on historic consumption—for example, offering a new tea flavor which is similar to a customer's preferred flavor

Why Oracle

"After a thorough market evaluation, we chose Oracle Service Cloud because it provides us with a fully integrated customer interaction solution across all channels and for all platforms, without needing to change our agents' working methodology. If you want to find the right answer to a customer questionin the customer's local language and targeted to his location—then Oracle Service Cloud is the industry's best tool," said Pascal Monnier, IS/IT manager, SPECIAL.T by Nestlé, Nestlé S.A. "Not only did we choose the right technology, but we also selected the right people with whom to work. Oracle's proof-of-concept for our integrated platform demonstrated how well they understood our business—it offered full integration with our e-commerce platform and all the benefits we were looking for."

Resources

- SPECIAL.T by Nestlé améliore l'expérience numérique des consommateurs avec une solution touten-un qui inclue aussi bien les interactions téléphoniques que les canaux Web et les réseaux sociaux
- SPECIAL.T by Nestlé bietet Konsumenten mit Hilfe einer All-in-One-Lösung ein besseres digitales Erlebnis bei allen Interaktionen über Telefon, Webkanäle und soziale Medien
- More Reference Assets About Consumer Goods



ORACLE CLOUD

Learn About Oracle Cloud Computing

Get a Free Trial

Learn About DaaS

Learn About SaaS

Learn About PaaS

Learn About laaS

Learn About Private Cloud

Learn About Managed Cloud

JAVA

Learn About Java Download Java for Consumers Download Java for Developers Java Resources for Developers

Java Cloud Service

Java Magazine

CUSTOMERS AND EVENTS

Explore and Read Customer Stories

All Oracle Events

Oracle OpenWorld

JavaOne

EMAIL SUBSCRIPTIONS

Subscription Center

COMMUNITIES

Blogs

Discussion Forums

Wikis

Oracle ACEs

User Groups

Social Media Channels

SERVICES AND STORE

Log In to My Oracle Support

Training and Certification

Become a Partner

Find a Partner Solution

Purchase from the Oracle Store

CONTACT AND CHAT

US Sales: +1.800.633.0738 Global Contacts

Oracle Support Partner Support

Integrated Cloud Applications & Platform Services

© Oracle | Subscribe | Careers | Contact Us | Site Maps | Legal Notices | Terms of Use | Privacy | Cookie Preferences | Ad Choices | Oracle Mobile





