

Case Study

HEINEKEN improves customer engagement with new call center solution

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Background

Established in 1864 by the HEINEKEN family, HEINEKEN has a long and proud history and heritage as an independent global brewer of quality beers, building award-winning brands. HEINEKEN aims to be a leading brewer in all of the markets where they operate and to have the world's most prominent brand portfolio. They have a unique global footprint with over 250 brands in more than 70 countries, giving them a broader reach for their brands than any other brewer.

Business situation

Stemming from a split from their local operations and distribution partner Brandhouse, HEINEKEN South Africa needed to implement its own infrastructure in order to continue trading, as the old Brandhouse system would be decommissioned. Without this in place, they would stand to lose substantial business. HEINEKEN South Africa wanted to implement a fully functional Customer and Consumer Contact Center on an extremely tight deadline in order to facilitate the placement of orders from customers.

Avanade's solution

HEINEKEN South Africa engaged Avanade as Microsoft experts based on an existing relationship, and our proven delivery track record with HEINEKEN Global Information Services. Avanade successfully showed the value of Microsoft Dynamics CRM Online and demonstrated its telephony functionality as well as how their current ERP solution would be integrated. The solution that was designed enabled order and distribution functionality. It also empowered and provided call center agents with the relevant information they needed to be able to engage with their customers, consumers and colleagues in a proactive and meaningful way.

Results realized

Our successful partnership with HEINEKEN on this project helped them manage their customer and consumer base through a tough period where the change in business process and operations provided many challenging scenarios. Account relationships in Microsoft CRM and the company's ERP system are now automated; agents receive triggered updates when customer details are updated. Agents also have access to unique look-up values from the ERP system relating to depots, employees, payment terms and customer regions. This gives agents a 360-degree view of the customer, supporting improved and proactive customer engagement.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at www.avanade.com

About HEINEKEN

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a powerful portfolio of more than 250 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business and delivers value for all stakeholders. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ 81,000 people and operate more than 160 breweries in 70 countries. For more information, visit www.theHEINEKENcompany.com and follow us via [@HEINEKENCorp](https://twitter.com/HEINEKENCorp).

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