

Build a customer-centric focus - deliver an experience that differentiates your company from competitors and strengthens customer loyalty.



CEMax solutions help CPG and industrial production line factories to meet a wide range of challenges.

# CASE STUDY

# CEMAX - CPG

Gain a competitive edge. Provide better products and services.



For further information about CEMax visit [www.c-m-x.com](http://www.c-m-x.com)

#### Rethinking Customer Experience

By partnering with CEMax, businesses enjoy a differentiated product and service branding that builds customer loyalty, increases revenue and gives you a competitive edge in the market

RETHINK  
CEM

# TRANSFORMING EXPERIENCE

CEMax offers innovative software solutions that take Customer Experience Management to a higher level.



**Introduction:** This case study involves the largest and leading food group in Israel which has been operating for 90 years, with over 18 brands.

It's sales account for 70% of the country's dairy market as well as sales of meat, eggs and packaged food. In terms of market capitalization, it is the largest food group in Israel, working with both customers and consumers, and controlled by a Chinese state company since 2014.

#### About CEMax:

CEMax enables business enterprises to create a superior customer experience, reduce churn, strengthen loyalty, and gain insight across the entire range of customer interactions.

CEMax delivers a complete suite of innovative, Customer Experience Management and Customer Engagement applications. Our customers include leading business enterprises in a wide range of industries including finance, healthcare, CPG, hotel chains, insurance, retailers, automobile, government and manufacturers.

Our flagship product, the CEMax CEM is a fully packaged, feature rich, field proven solution. It delivers on our commitment to "provide enterprises with the ultimate tool for managing their customer's experiences". As a natural extension of our commitment to your success, CEMax offers you a wide range of products, add-on utilities and support services throughout the world.

#### Measure, monitor, manage and improve.

CEMax measures, monitors, manages and improves the total customer experience. Our flagship product, the CEMax CEM is a fully packaged, feature rich, field proven solution.

**Build a Customer Centric focus, throughout the organization**

CEMax solutions helps businesses engage more effectively with customers, provide better service, gain more insight from customer interactions and strengthen loyalty and brand reputation.

# CUSTOMER EXPERIENCE

With the new system, consumers can connect using traditional communication methods like calling, sending an email or using the site's contact-us form or use other methods like on-line chatting using AI and social media platforms. CEMax's Unified Inbox will act as a queue governing tool. CSR's have all the required tools within the platform in order to resolve consumers' issues. If the consumer issue is not resolved or an off-line reach to the company was made, an automated workflow will be executed.

The workflow will create the needed process and procedures for a concise and powerful consumer service experience while making sure the company is compliant with all regulation requirements. The workflow will monitor all tasks and escalate when needed.

## RESULTS

The program was a success. The food group's partnership with CEMax resulted in system milestones met against the backdrop of parallel process changes with steps enabling organizational readiness and adoption of the new solution.

The majority of the implementation was achieved in less than eight months. The solution is the most widely adopted consumer-facing system ever introduced across the food group. It was delivered on time and compliance was achieved. Other results include:

- First-call resolution of consumer service requests increased by 9 percentage points, resulting in decreased resolution times and improved consumer satisfaction.
- Call Center operational costs decreased by 22% as a result of the application automation services and the transition from calls to digital, AI and social channels.
- The food group remained in compliance with existing and new regulations.
- Consumer satisfaction scores in the following year rose, on average, by 7%.
- Total resolution time for consumer service requests increased by 9 percentage points, resulting in decreased resolution times and improved consumer satisfaction



Next-generation customer service is the new strategic differentiator and strengthens service procedures.



### Customer Quote

The easy, self maintenance capabilities offered by CEMax gives us freedom and total control over many back-office activities... it allows us to deliver an immediate response, when the need to change or upgrade arises".

# THE CHALLENGE

## THE FOOD GROUP HAD THE FOLLOWING CONCERNS:



**Streamline services and processes:** having a complex organizational hierarchy with many brands, brand managers, manufacturing and CSR's, made it difficult to have a concise consumer service methodology. Information flow from the field to decision makers lacked valuable information and insight and was not prioritized.

**Operationally:** consumer service architecture consisted of many integrated solutions. Consumer information was scattered on many applications and databases. There was no true omni-channel brand experience and no clear understanding of consumer needs and wants. The architect had problems scaling and answering consumer demands to smart social interactions. There was no control and dominance in the social media domain.

**Technical :** The technical challenges of the project were to implement a new streamlined consumer engagement solution. This will support all brands and processes across the group and improve information flow using the solution's portal, introducing new AI capabilities and enabling a one stop shop for consumer information.

**Big Data, without smart data:** The group had big data by connecting the enormous amount of consumer data but lacked the deep understanding of how to use the data for improvement making. It's not enough to simply consider the behavioral habits of consumers. The food group needed to know why consumers prefer the things they do, why they prefer one brand over another and how they could improve products and services.



## DELIVER AN EXPERIENCE THAT DIFFERENTIATES YOUR COMPANY FROM COMPETITORS.

Contact us for more details: [www.c-m-x.com](http://www.c-m-x.com)



# OUR APPROACH THE VISION

**Our Approach:** The global food group consumer engagement platform had used CEMax CEM solution to replace a current Seibel CRM implementation. This was followed by moving more functionality to CEMax's solution and having an organization wide CEM portal allowing personalized information to all stakeholders.

**The Vision:** The strategy and vision of the project were to have a true omni-channel consumer engagement platform. This provides fast consumer service recovery time and drives product innovation and excellence by delivering valuable information to brand managers and stakeholders. This Integrates and enhances marketing campaigns and existing solutions while upgrading the company's social media interactions with it's consumers.



**BETTER SERVICE** - INTRODUCE A WIDE RANGE OF AUTOMATED RESOLUTION PROCESSES TO IMPROVE CONSUMER EXPERIENCE.



Results Driven Project - The success of a project is having more than 100% R.O.I., and meeting the project's objectives.



True Omni-Channel - ultimate listening platform by managing consumer feedback from all communication methods.

**Have the Best Innovative Technology !**

Have all of your CEM needs under one roof

**Cross-Organization Task and Information Flow**

The Project Consolidated data for more than 2000 touch points while Implementing existing organizational structure to enhance Business Process Management (BPM) capabilities.



# OUR STRATEGY, GOALS, AND IMPLEMENTATION

Clear program goals and objectives were set for how the consumer service process would be measured for success and monitored for ongoing performance beyond the launch of new initiatives. Program goals were divided into key domain areas that the company felt would best drive consumer service, provide better operational effectiveness and competitive differentiation

| Domain                      | Goals for Best Practices  | Criteria for Success  |
|-----------------------------|---|---|
| Consumer                    | Provide a true omni-channel bi-directional communication path   | An increase in the number of social media interaction alongside traditional channels  |
| Consumer                    | Provide consistent consumer service experience across all brands and domain with regulatory compliance. | Having cross organization workflow based service procedures, according to the company's service methodology and meeting regulatory compliance.                                |
| People                      | To give the employees and shareholders knowledge, decision making tools. Improve information flow.      | Having employees using the experience portal, using push reports (KPI Keeper). Higher rates of innovation coming from consumer feedback on all channels.                      |
| Operational                 | Improve consumer service resolution time, have effective information flow.                              | Using smart workflow procedures, automating communication, chatbots, linking all employee to CEM portal, CEMax integration to third party application i.e. quality assurance. |
| Operational                 | Lowering TCO costs and improving responsiveness   | Learning to self-manage CEMax's back office, transitioning solutions into CEMax's platform.   |
| Competitive Differentiation | To achieve top performance as ranked by the industry benchmark rating and improving NPS score.          | Using KPI Keeper to monitor key performance indicators, building CEM management team  |

## IMPROVED CONSUMER SATISFACTION

Consumer experience self-improvement learning system helped achieve award in excellent consumer services.

## UNIFIED DESKTOP

Enables direct access to all valuable information and provides 360° visibility of consumer details, status, value and other indicators.

Consumer satisfaction scores in the following year rose, on average, by 7%

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# METRICS AND BENEFITS

Deliverables for the project were linked to core objectives and goals for the initiative through a traceability matrix that highlighted the core competencies and benefits realization that each deliverable would provide for the company.



| Program Deliverable                               | Benefits Realization   |
|---|--|
| Consumer-Handling Policy and Process              | <ul style="list-style-type: none"> <li>Consistent consumer service policy for handling engagements across all lines of business</li> <li>Improved First-contact resolution rate</li> <li>Using social media as an engagement tool and not simply a platform</li> </ul> |
| Strategic Consumer Engagements System             | <ul style="list-style-type: none"> <li>Omni-Channel consumer engagements platform</li> <li>Utilizing AI and Machine learning capabilities</li> <li>Cross organization consumer engagement portal</li> </ul>  |
| Measurable Strategy to Support Advanced Analytics | <ul style="list-style-type: none"> <li>KPI keeper® - Using automatic push personalized analytics</li> <li>New reporting and predication tools were Introduced</li> <li>Quantifying new feedback-based consumer decisions</li> </ul>                                    |



## STANDARDIZE SERVICE ACTIVITIES, IDENTIFY DRIVERS OF DISSATISFACTION

Learn how to improve performance across all business areas

# TECHNOLOGY

The food group partnered with CEMax and used its CEMax CEM application to solve complex consumer service needs. CEMax CEM solution replaced the food group's current Siebel CRM solution, different EFM solutions and a tailored solution for issuing product replacement statements. Other disparate solutions were integrated into CEMax's solution creating a single source of truth for consumer experience and a robust repository for analytical insight. The approach was to deliver a strategic consumer service standard across all brands while having brand specific workflow processes.

The implementation was in phased stages, not an "all at once" approach. It was initially being rolled out to major service lines where the criticality of using a consolidated consumer engagement system was most relevant. The CEMax CEM solution was implemented in three months for the initial service line, followed by a broader rollout to more than 20 other business units six months afterwards.



## Omni-Channel

Ability to listen to consumers through their channels of choice



- 1 Lowering communication barriers
- 2 Enable consumers to contact through all communication types
- 3 Simplify consumer communication and enrich the consumer experience



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