Coca-Cola

CHALLENGES SOLVED

1
MANUAL
"WHERE'S MY TRUCK"
INQUIRIES

2
90-MINUTE SLA FOR
CUSTOMER SERVICE
RESPONSES

3
HIGH VOLUME
OVERWHELMING
WORKFORCE

SOLUTION

Building on their foundation of predictive supply chain visibility with FourKites, Coca-Cola implemented FourKites' AI-powered Digital Worker Tracy for track and trace customer self-service capability. Tracy automates inquiry responses and proactively identifies stale locations, missing information, and carrier compliance issues that were impossible for human teams to manage at scale.

RESULTS BY THE NUMBERS

RESPONSE TIMES:
90 MINUTES TO SECONDS

100s OF HOURS
RETURNED TO ASSOCIATES

> "FourKites AI Agent Tracy positions us ahead of the curve as we prepare for a future where customers expect increased and differentiated service capabilities.

Patrick McManus, Senior Director Customer Operations, The Coca-Cola Company

GOLDEN KITE AWARDS | FOURKITES