



CUSTOMER STORIES /



Future-proof cloud migration

Nestlé has optimized its customer and employee experience globally across 40 sites by integrating the Genesys Cloud™ platform with Salesforce and artificial intelligence (AI)-powered tools. The future-proof migration was easily flexed to meet local country telephony regulations, with guaranteed service levels and experience across 2,000 brands and 188 countries.

6X fastertime-to-
implementation**83%****reduction**

in IT tickets

40 sitescentralized on
one platform

**66%
contact
center
growth**

absorbed with
same IT
headcount

**5
minutes
to create
schedules,**

compared to
hours before

**Greater
employee
engagement**

with
gamification
tools

AT A GLANCE

Customer: Nestlé

Industry: Food and beverage

Location: Switzerland with global operations

Company size: Around 600 agents in 36 locations

CHALLENGES

Optimize experience for customers and home workers, Improve IT operations and sustainability

PRODUCT

Genesys Cloud CX

CAPABILITIES

Inbound, Outbound, Workforce engagement management, Integrations

INTEGRATIONS

Salesforce, Microsoft Power BI

"Genesys gave us everything: future-proofed global cloud migration that could easily be adapted for local country telephony regulations and restrictions, with guaranteed service levels and experience whether our users work in the office or at home."



Felipe Kitano

Platform Manager Contact Center, Nestlé

Healthier futures for people and the planet

Nestlé constantly pushes the boundaries of food, drink and nutritional health possibilities. Employing around 270,000 people, it is the world's largest food and beverage company with over 2,000 brands sold in 188 countries.

Those different Nestlé brands and the internal shared services are supported globally by some 40 contact centers. With a deepening focus on sustainability, greener business practices and achieving net zero, Nestlé aims to halve its carbon footprint by 2030.

"As part of the Nestlé IT Journey to Cloud program, our challenge and strategy was to significantly reduce IT infrastructure and data centers by moving from on-prem to cloud," said Felipe Kitano, Platform Manager Contact Center at Nestlé. "Thereby, reducing legacy vendors and technology stacks, while at the same time improving both the customer and employee experience."

Fitting market and user requirements

Seeking to replace Cisco and Anywhere365 on-premises products and unify its contact center operations on one cloud platform, Nestlé conducted a thorough tender process.

The Genesys Cloud™ platform was declared the best fit, primarily on its ability to connect all Nestlé markets without architectural challenges or IT complexity.

“Genesys gave us everything: future-proofed global cloud migration easily adapted for local country telephony regulations and restrictions, with guaranteed service levels and user experience whether our users work in the office or at home,” said Kitano.

Built on secure Amazon Web Services, Genesys Cloud positively affects environmental, social and governance performance — enabling Nestlé to reduce its on-premises infrastructure and server footprint, while taking advantage of green data centers operating on renewable energy sources.



Single screen journey management

The new solution was initially rolled out to 24 contact centers with a further new 16 onboarded shortly after.

Integrated with Salesforce in some markets, Genesys Cloud currently supports over 600 users delivering a variety of Nestlé shared services including HR, IT, finance, customer service and other core business functions. In an average week, agents manage around 26,000 inbound and outbound contacts with optimal efficiency and care — managing customer journeys from one screen with CRM data at their fingertips.

“We’re able to create interaction codes and target warm customers with offers much more efficiently without constant screen jumping and duplicated data entry,” said Diane Danielson, Customer Solutions Manager, Nestlé North America.

Superior CX stability and agility

Importantly, contact center workers no longer suffer downtime or disruption.

“The first benefit we noticed was stability and significantly fewer incidents, resulting in an 83% reduction in IT tickets,” said Kelly Dias, Contact Center Product Owner at Nestlé. “Another substantial change was CX agility. Now, with Genesys, it only takes a maximum of one month to launch a new contact center, compared to six months before. And we receive new feature releases every week.”

Aided by the platform’s streamlined simplicity and governance, the company’s IT team has absorbed extra responsibilities and workloads — going from 24 to 40 contact centers without increasing headcount.

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Kelly Dias

Contact Center Product Owner, Nestlé

Maximizing human talent and resources with AI

Next, Nestlé took full advantage of the automation and AI-powered capabilities offered by Genesys Cloud Workforce Engagement Management (WEM). In the process, it eliminated manual spreadsheet work, along with the burden and expense of maintaining bolt-on Calabrio quality assurance and Cisco reporting systems.

Genesys Professional Services helped facilitate over 30 training workshops, sharing tips and learning gained from other WEM customers.

"With WEM, we have an all-in-one tool that does so much more," said Florean Serrano, Operations Lead at Nestlé. "The 'wow' factor came especially from speech and text analytics, which we use for topic spotting and sentiment analysis to understand and act on employee pain points, for example."

Likewise, automated quality management tools enable supervisors to evaluate a much wider selection of calls, as opposed to manually cherry-picking samples previously.

"Manually prepared forecasts and schedules that used to take several hours to produce are now available within five minutes and

a few clicks, thanks to Genesys Cloud AI and Microsoft Power BI," added Serrano.

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Florean Serrano

Operations Lead, Nestlé

Gamification is another recent innovation. The introduction of leaderboards linked to KPIs, again through Microsoft Power BI apps, has injected fun and healthy competition among contact center teams.

With the ability to turn on new capabilities at will, Nestlé is planning the next stage of its digital and AI strategy, along with IT efficiency improvements taking advantage of out-of-the-box Genesys and ServiceNow integration.

To learn more about the solutions featured in this case study, visit www.genesys.com.

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