How Does a Food Packaging Giant Stay Ahead of the Competition and Keep the Customer at the Center?

By embedding customer feedback across all touchpoints to deliver the best packaging solutions

As the leading innovator in the food packaging and processing industry, Tetra Pak ensures expansion of food availability across the world by offering products of outstanding quality and value to consumers. Data siloes in marketing, sales, support, and supply chain were eliminated to ensure a single view of the customer's operational (O) data. Tetra Pak took its understanding of their customer needs to the next level by harnessing experience (X) data, such as product feedback and delivery satisfaction. Connecting customer feedback into business operations significantly reduces response times from weeks to days, and dramatically improves customer experience.

qualtrics XM

THE BEST RUN SAP®

Tetra Pak uses SAP® Marketing Cloud, SAP Service Cloud, and SAP Qualtrics Core XM to innovate continuously.

Before: Challenges and Opportunities

- Fifteen-year-old trend of using annual surveys forced Tetra Pak to be reactive to customers feedback
- While troubleshooting issues, incomplete historical data exacerbated customer issues
- Inability to survey customers in real-time, limited collection of relevant and timely customer feedback
- Inability to access specific real-time feedback to close the loop with customers and implement immediate improvement
- Opportunity to identify the "moments that matter most" to their customers and create more value
- In 2017, launched a new Customer Experience (CX) program: "One Company" - designed to collect instant feedback at the customer touchpoints to ensure quick response in the right way

Why SAP and Qualtrics

- Able to combine operation O data ("what") and experience X data ("why") to connect broken touchpoints and empower its team to have more constructive conversations with customers and focus on the "moments that matter most"
- Utilize X data gathered on Qualtrics systems combined with O data stored on SAP systems to better understand customer feedback and link it to the operational performance to gain actionable insight
- Use O data gathered and stored on SAP systems to trigger surveys at specific points in a customer's journey

Outcomes: Value-Driven Results

- Realize a €300K cost reduction by embedding XM technology and in-source analysis of customer activities
- Reduce front line administrative activities by 20%, translating to €200K in annual savings and allowing the front line staff to spend more time with customers
- Increase annual sales by €2.1 million by focusing on what matters to customer "promoters"
- Protect €1.2 million in annual revenue from vulnerable "detractor" accounts in their volume business
- Reduce individual customer response time from 15 days down to 48 hours

"We have thousands of staff using X- and O-Data as part of their daily routine. Whether it's frontline staff closing the loop with dissatisfied customers, or head office analyzing NPS alongside revenue, it's making us smarter as an organization."

Laura Monari, Manager Sales Support and Operation Excellence, Head of CX, Tetra Pak
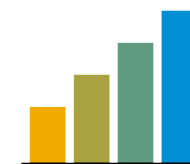
€2.1M

Increase in annual sales by listening to promoter feedback

20%

Reduction in front line administrative activities

Tetra Pak
Pully, Switzerland
tetrapak.com

Industry
Industrial Machinery & Components

Products and Services
World's leading food packaging company

Employees
25,488

Revenue
€11.2 billion

Featured Solutions
SAP Marketing Cloud
SAP Service Cloud
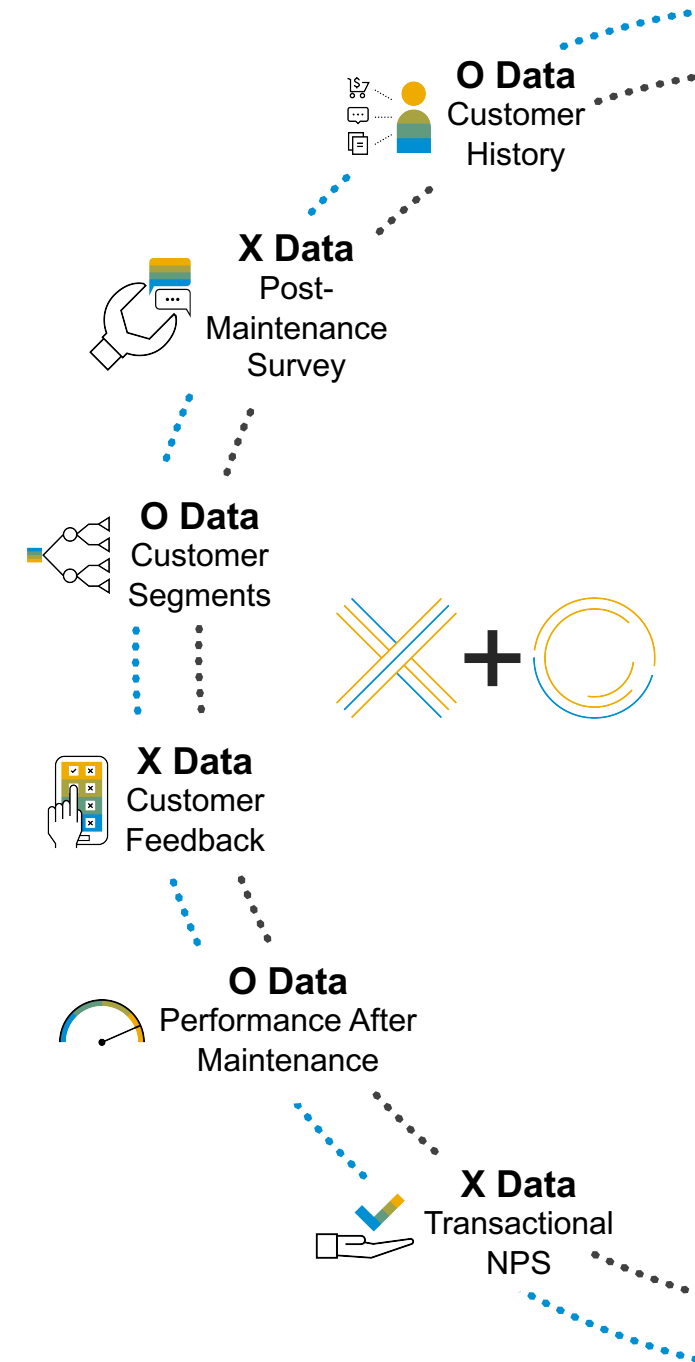SAP Qualtrics Core XM

qualtrics XM

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Aligning Customer Experience and Business KPIs to Close the Experience Gap

Tetra Pak uses O data gathered on SAP Digital Core, SAP Service Cloud, and SAP Qualtrics Core XM to trigger surveys at certain points in a customer's journey, and includes questions matched to the customer's profile. If a customer submits negative feedback to Tetra Pak, frontline staff immediately receive X and O data such as event and product data and open-text comment analysis, so they can get a clear understanding of what happened and how they can resolve the issue.

SAP O data systems, meet Qualtrics X data system. Tetra Pak's integration of the two means it can breakdown experience data by hundreds of customer segments. For example, Tetra Pak can now discover what their happiest customers have in common, enabling them to make changes at an operational level, increasing overall satisfaction.

Once a maintenance technician completes their work, SAP O data systems tell Qualtrics to send a customer survey tailored to the services they received and their customer history. When Tetra Pak conducts maintenance work for their customers, it doesn't just review Performance After Maintenance – it looks at NPS as well to understand how customers rated the work and how likely they are to renew or recommend.

For years, Tetra Pak thought the most important thing about their packaging design work was lead time – getting products to customers quickly. The company realized through connecting transactional NPS and delivery time, that quality is much more important to customers. Now the company measures "Right Time First," as a key reporting metric.

O Data
Customer History

X Data
Post-Maintenance Survey

O Data
Customer Segments

X Data
Customer Feedback

O Data
Performance After Maintenance

X Data
Transactional NPS

Tetra Pak®

Featured Solutions and Services

By deploying SAP Marketing Cloud, SAP Service Cloud, and SAP Qualtrics Core XM, Tetra Pak put the customer back in the center of their organization, while strengthening and enhancing the customer relationship.

Tetra Pak leverages SAP innovations to provide its customers with intelligent chatbot conversations, bringing the customer, business, and experience together.

Tetra Pak interacts closer with their customers and responds faster to their needs by connecting their feedback to process improvement. The company increased NPS, customer satisfaction, sales, and overall value to expanding food availability across the world.

- SAP Service Cloud
- SAP Marketing Cloud
- SAP Qualtrics Core XM

qualtrics XM

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