

Danone: Improving South African Call Center Operations with SAP HANA® Cloud Platform



Company

Groupe Danone

Headquarters

Paris, France

Industry

Consumer products

Products and Services

Fresh dairy products, bottled water, baby food, and medical nutrition products

Employees

102,401 (2012)

Revenue

€20.87 billion (2012)

Web Site

www.danone.com

Objectives

- Improve call center order management at Danone South Africa
- Deploy a user-friendly business-to-employee application on a very low budget and with minimal up-front investment
- Expand application usage to additional call centers, including those managed by third parties

Why SAP HANA® Cloud Platform

- Fast deployment and integration with existing SAP® software systems
- Robust data security and identity management tools
- Ease of upgrade and expansion to other areas of the business
- Integration and interface with softphone devices

Benefits

- Successful rollout and launch with a short learning curve, resulting in 100% user satisfaction
- Fast development process using the UI development toolkit for HTML5 that resulted in the project being completed early and under budget
- Ability to quickly deploy at additional call centers
- Ease of integration with on-premise, back-end systems
- Straightforward authentication using single sign-on and Security Assertion Markup Language (SAML)

“With SAP HANA Cloud Platform, we can quickly develop beautiful, user-friendly applications that are opening new opportunities to connect our consumers directly to our back-end systems. And the SAP HANA database will help us analyze this data later on.”

Ralf Steinbach, Director Software Architecture, Group Danone

Streamlined

Call center operations

Secure

Data with controlled access

Fast

Rollout with low overhead

High

User satisfaction, thanks to a user-friendly interface

