

A UNIFIED CUSTOMER SERVICE SOLUTION FOR **WORLD CLASS EXPERIENCE**

CASE STUDY

HERSHEY'S

PTP delivered a comprehensive assessment of people, processes, and technology, leading to the development of a global, shared services platform that integrates contact center and CRM systems, exceeding Hershey's goal of providing world-class customer experiences.

THE CHALLENGES HERSHEY'S FACED

Hershey's needed a scalable, unifying technology to improve collaboration across customer service departments spanning all time zones. Increased automation was required across channels to reduce contact center burdens, customers needed more self-service options, and a lack of real-time and historical views of the customer, made interactions daunting and cumbersome. Hershey's international presence also meant distributors, wholesalers, and retail customers worldwide needed to stay connected with the same data.

THE RESULTS

Hershey's is realizing significant results including **boosts in efficiency** to all contact centers, **360° customer views** that provide agents immediate insight into customers' history, an **increase in first-call resolutions**, an increase in voice self-service, and a **significant spike in sales** from an increase in automation for proactive outreach for reminders and specials. →

THE TECHNOLOGY PARTNERSHIP TO UNIFY AND OPTIMIZE

PTP overhauled contact center and CRM technology without shutting down the infrastructure serving millions of customers worldwide.

The work included:

- **CRM and Contact Center Systems Integration:** Integrating CRM with a single, global, agent desktop, department and location of customer and agent became irrelevant, and newly generated 360° customer views give agents immediate insight into customers' history.
- **Intelligent Interaction Routing:** Routing improved through the ability to differentiate agents' skills with telephone, email, and text-message interactions, increasing first-contact resolutions.
- **Voice Self Service:** PTP's customer interaction history analysis found password resets were the top reason for calls, leading to the development of a voice self-service solution.
- **Workforce Management:** Optimizing Hershey's workforce, global forecasting, and scheduling meant the company could align talent and timing to accommodate high call volumes. Increased automation even led to more proactive outreach for reminders and specials, which led to a significant spike in sales.

ABOUT HERSHEY'S

Hershey's is one of the largest chocolate manufacturers in the world, with products sold in over 60 countries worldwide.



LEVEL OF REACH

21K

EMPLOYEES IN
+70 COUNTRIES

80

BRANDS WITH
THOUSANDS OF
DISTRIBUTORS

SEVERAL MILLION
CUSTOMERS
WORLDWIDE

CHALLENGES

Lack of visibility in
workforce management

Lack of customer visibility across
departments and offices

Disconnected service offerings

PTP'S SERVICES

Contact center assessment

Voice self-service implementation
and agent desktop solutions

Channel optimization