



## Lean Six Sigma brings outstanding Customer Service to Coca-Cola Enterprises

“Our recent experience of working closely with BSI to deliver bespoke, in-company training has been excellent. The commitment and enthusiasm shown by the BSI team to understand our business and then design the training package was commendable. The trainers were knowledgeable, friendly and they adapted their style according to the group. The post training support to embed the learning has also been outstanding.”

**Vikas Joshi,**  
Continuous Improvement Manager,  
Coca-Cola Enterprises

### Customer objectives

- Boost consumer and customer satisfaction
- To improve employee skills
- To maintain the highest level of standards and processes
- Ensure the consistent quality of products

### Customer benefits

- Climbed 39 places in “UK top 50 Call Centres”, from 47th to 8th place 2010-2011
- Achieved 3rd place for most improved UK Call Centre
- Improved end to end customer experience
- A clearer understanding of process bottlenecks thanks to Lean tools

### Company background

Coca-Cola Enterprises, Inc. is the world's third-largest independent Coca-Cola bottler. Coca-Cola Enterprises is the sole licensed bottler for products of The Coca-Cola Company (TCCC) in Belgium, continental France, Great Britain, Luxembourg, Monaco, the Netherlands, Norway, and Sweden.

Coca-Cola Enterprises makes, sells and delivers the following products in GB for The Coca-Cola Company (TCCC): Coca-Cola, diet Coke, Coke Zero, Fanta, Dr Pepper, Sprite, Schweppes, Schweppes Abbey Well, glacéau, Relentless, Powerade, Oasis and 5 Alive. CCE in GB also makes, sells or delivers Monster, Appletiser and Capri-Sun on behalf of other brand owners. Coca-Cola Enterprises offers its customers a complete choice of soft drinks for every occasion and sell over four billion bottles and cans in GB every year.

### Company needs

As Coca-Cola Enterprises expands its soft drinks portfolio and supplier base, the business requires that the organization has the highest standards and processes to ensure consistent quality.

Implementing Lean Six Sigma and embedding a culture of continual improvement will help to ensure these high standards of product, quality and service are consistently achieved and maintained.



### BSI's role

BSI partnered with Coca-Cola Enterprises to roll out a programme of bespoke and in-company Lean Six Sigma training, comprising of both Green and Black Belt courses as well as Lean Practitioner.

The training delivered was largely Service based and so much of the focus was around boosting customer satisfaction levels and identifying areas for improvement in existing business processes.

Since implementing Lean Six Sigma, Coca-Cola Enterprises have been reaping the rewards including faster customer query resolution, increased B2B call centre efficiency and through implementing Lean tools, have gained a greater understanding of their end to end processes and how to ensure these smoothly operate at optimum capacity.

Such improvements have led Coca-Cola Enterprises to 8th place in the Top UK 50 Customer Call Centres in 2011, a marked improvement from 2010 when they came 47th. In addition, they also achieved 3rd place in the most improved UK call centre. The provision of on-going support from BSI, through phone and e-mail coaching advice has helped the organization's on-going accrual of benefits from the programme.

Going forward, Coca-Cola Enterprises plan to roll out continual improvement into other departments including Finance and HR so that they too can share in the success story of Lean Six Sigma.

Contact us now to find out how Lean Six Sigma can benefit your organization

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