



Elevating B2B loyalty across all touchpoints

Who is the client?

The client is a multinational food and beverage conglomerate committed to providing the finest ingredients, operational knowledge, and uncompromised support for its food service business clients.

Business challenges

Serving over 400 million customers worldwide, the client faced three critical challenges in its sales operations.



CLIENT MANAGEMENT

The company needed a more accurate and efficient solution to identify and understand the decision-makers and influencers in their sales and marketing funnels, and then create a more effective buying journey.



NEW HOME BUSINESS MARKET

The home business vertical consists of nearly 1M potential points of consumption such as in hotels, restaurants, cafes, etc., which is why the company needed to develop its sales channels within five to 10 years.



CLIENT SUPPORT

To help the business stand out from the competition, the client needed to increase client retention by considering every touchpoint in the decision-makers' journey, especially post-sale support.

The solutions

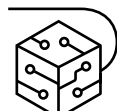
The client partnered with TP to establish a balanced high-tech and high-touch approach to optimize its clients' journey.



Conducted workshops to identify pain points and define the clear action points



Set up a system to better distinguish client resources between general trades and key accounts



Implemented more efficient workflows and optimized knowledge base (KB)

Real results

As a result of the customized solution, the client saw an overall increase in (C-SAT) rates, including:

9%

PEAK
C-SAT INCREASE

7%

SUSTAINED
C-SAT INCREASE

“ Our partnership with TP resulted in the modernization of our classic customer engagement center, allowing us to reach our C-SAT nirvana with increases of 7%-9%. ”

– Customer Experience and E-Commerce Manager

Looking ahead

Seeing the momentum that this initial solution delivered, the client is now exploring more digital and data-driven capabilities from TP, including AI speech analytics tools, voice of the customer (VoC), video-enabled client support channels, and intelligent automation tools like chatbots.

