

keste

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Keste Case Study:

Leading Foodservice Distributor

Our client, a giant in the foodservice industry, needed a new way to sell to their partners in the restaurant, healthcare, hospitality, government, and education industries. Their highly-rated products range from national to in-house brands and from fresh meats and produce to prepared and frozen foods, but customer experience was sub-par.

Challenge

A foodservice distributor relied heavily on the self-service approach when dealing with customers and partners, so it was imperative that customer interactions and the order management process in general were handled in a fast and effective manner. However, after a major expansion, the company found they needed an integrated IT platform to support those customer service goals.

Their existing platform was non-intuitive, slow, affected productivity, and wasn't well integrated. It lacked the flexibility to scale and the Sales team was spending too much time trying to access the data they needed, which impacted time-to-market.

For a company that wanted to be known for great customer service, the situation was unacceptable.

Solution

Keste developed a framework for a new web platform and implemented service-oriented architecture for back-end integrations. A new SSO sales portal was built with a single, customizable dashboard that provided 360° views of the customer. The new system was integrated with the company's existing CRM system, combining multiple internal portals and greatly improving data exchange. This new portal was intuitive, easy-to-use, and secure.

Multicloud Technology:

- Oracle WebCenter Portal
- Oracle Database
- Oracle JDeveloper
- Oracle WebLogic Server
- Salesforce CRM

Results

Based on forecasted company revenue and third party benchmarks, our client estimates the following annual benefits as a result of this implementation:



\$2.5M per year improvement in productivity



2 hours per day per user saved by using a single portal



Reduced onboarding costs