About Coca-Cola Amatil

Coca-Cola Amatil (CCA) is one of the largest bottlers and distributors of non-alcoholic and alcoholic ready-to-drink beverages in the Asia Pacific, and one of the world’s largest bottlers of The Coca-Cola Company range of products. CCA has around 14,000 employees working in Australia, Indonesia, New Zealand, Fiji, Papua New Guinea and Samoa, and reaches over 270 million consumers.

CCA’s Equipment Services (EQS) division is responsible for installation and operational maintenance of CCA assets (e.g. fridges, vending machines, coffee machines, etc.) deployed at customer sites. EQS has over 200 service technicians overseeing over 200,000 assets. EQS is using a heavily data-driven advanced field service dynamic scheduling solution to improve operational efficiency and provide better customer service.

The Challenges of Customer Service

Being a consumer-centric organisation, CCA has always strived for exceptional customer service. CCA implemented an advanced field service optimisation solution to schedule customer requests in the most effective manner to improve customer service. However, even with an advanced optimisation engine that provided real-time feedback and visibility, CCA has noticed considerable differences in SLA performance between various service areas (especially during seasonal peaks).

CCA wanted to determine primary causes of these differences, and were looking to understand if their historical data can suggest potential service improvement measures.
WorkForce Delta’s Solution

WorkForce Delta’s Data Scientists analysed over 12 months of CCA’s historical data using advanced mathematical and statistical modelling tools, and provided unique insights using its considerable workforce management experience. Over the course of this engagement, WorkForce Delta provided descriptive, predictive, and prescriptive analytical outputs to CCA including the following:

- Overview of existing operating environment
- Validation and cleansing of operational and master data
- Identification and verification of specific causes of performance variation
- Future SLA compliance trends based on current state
- Specific recommendations to improve SLA performance in affected areas
- Recommended resource capacity per service area based on desired SLA performance

Results and Benefits

As a direct result of the analytical process, CCA has commenced a series of business initiatives to further improve SLA compliance ensuring they continue exceeding customer expectations. Andrew Hurba, National Systems and Business Improvement Manager at CCA (EQS) said - “WorkForce Delta’s analysis provided new insights into our operations and highlighted specific efficiency improvement opportunities. This process also allowed us to confirm and challenge our existing data assumptions, and verified that our strategic systems capability was heading in the right direction.”

Overall, CCA received the following benefits from this analysis:

- Specific details of variability in job execution (travel, work duration, etc.) across multiple territories
- Advice on optimisation solution setup and scheduling process to improve efficiency and productivity
- Proposed resource capacity volumes per territory to meet or exceed desired customer service metrics.

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