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ProCall makes our everyday work involving telephony so much easier. Rivella employees especially appreciate the search function with integrated telephone directories and the „Chat“ function. A calendar link from Outlook is also really useful.

Franz Mannsberger, Head of IT

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The Company

Rivella AG, one of the most well-known, long-established companies in Switzerland, was founded in 1952 and is still owned by members of the founding family. With 4 different divisions, Rivella AG is one of the biggest companies in the food industry and one of the best-known brands in Switzerland. Approximately 300 employees produce over 100 million liters of refreshment and fruit juice drinks every year. Turnover stands at around CHF 150 million and the company has around 50,000 customers in Switzerland and neighboring countries, with plans to further expand its presence in Germany over the next few years.

The Challenge

Although Rivella remains one of Switzerland's strongest brands, it also needs to maintain its long-term presence on the hard-fought refreshment drinks market. As a result, the defined goal was to optimize communication both within the company and externally with clients in order to improve communication processes within the company over the long term. The objectives were a clear visualization of the availabilities of the various employees and faster connection of calls. Also important was the integration of SAP and CRM contact details.

Company Profile

Customer:

Rivella AG

Location(s):

Rothrist, Schweiz

Employees:

Approx 300, 150 workstations with estos software



The Solution

Following an extensive investigation of the various communication options, the choice was made in favor of the AASTRA MX-One TC system - since it was particularly important for the decision-makers at Rivella particularly makers at Rivella that the basic telephony service works without a computer - and combination with the estos software solutions ProCall Enterprise and the MetaDirectory. The option of calendar integration into the ProCall Client especially impressed, since now the status of

the individual employees, along with their presences or absences, can be queried quickly. Calls can be accepted, diverted or forwarded more efficiently. Even with incoming call, the caller's details are displayed clearly in the ProCall Client. The chat function also impressed. Now, contacts can be searched for specifically in-house, including via picture search. Another major advantage arising from the integration of estos ProCall Enterprise is the connection of relevant SAP & CRM data.

Specifically, customer data from CPWerz and SAP R/3 was integrated. With MetaDirectory, which brings together existing, distributed contact details in an enterprise-wide information service, even the Swiss telephone directory was incorporated.



Project Data

Applications:

- ProCall Enterprise
- MetaDirectory

IT infrastructure:

- CRM-System von Accenture CAS sowie SAP R/3

TC system:

- AASTRA MX-One

ITC partner:

- Parcom Systems AG, Emmen in der Schweiz