

Coca-Cola Hellenic

Digital B2B Sales & Marketplace



Objectives

Disrupt the way customers are purchasing.

Coca-Cola HBC created the digital ecosystem to change how their hotels, restaurants and cafes customers purchased from them and other suppliers with a wide range of products as a one-stop-shop. The time was right to evolve with a market that was becoming increasingly digital. The marketplace is a project to deliver growth and expansion, allowing Coca-Cola HBC to be a leader in its sector both off and online!

Outcomes

Coca-Cola HBC were able to deliver a best-in-class customer experience to all participants enabling them to grow their business horizontally and vertically by leveraging data and insights. Commercialising and optimising their route to market. With a highly fragmented distributor network, its end customer wanted online buying options. The platform brought on distributors as sellers, and even added new sellers for categories that distributors didn't offer. Now, buyers now have a digital channel and distributors have digitised without channel conflict.



Seamless Experiences

The seller portal empowers Coca-Cola HBC to seamlessly onboard sellers and broaden its product range, all the while maintaining the power to curate. The large number of sellers and extended catalogue allow them to capture long-tail customers.



Extended Catalogue

Coca-Cola HBC extended its catalogue to create a one-stop-shop for its customers. Even including brands like Pepsi on their platform. Offering everything a customer wants in one place, with a great customer experience in a previously fragmented ecosystem has fueled fast adoption.



True Loyalty

Coca-Cola HBC utilises the marketplace to provide customers with exclusive offers, ensuring product availability and enhancing the overall buying experience. This approach, coupled with cost savings and operational efficiencies, cultivates customer loyalty and retention, ultimately maximizing customer lifetime value.



Industry
Food and Beverage

Duration

5.5 months for MVP. Delivered on time and budget

Apps
Android and iOS

Technologies

Mirakl Marketplace Mirakl Catalog Manager SAP Commerce Cloud

Global Impact

Successful MVP Italy, now continued rollout

Further Expansion

Roll out across Europe 3 more countries going live in 2023