



# Case Study



## BACKGROUND

Dole Packaged Foods, LLC produces and markets a full line of packaged shelf-stable fruit and frozen fruit, as well as dried fruit and fruit juices. The company is a world leader in growing, sourcing, distributing, and marketing fruit and healthy snacks.

## CHALLENGE

For consumer inquiries, Dole had been using a legacy application for more than a decade. The solution did serve the inquiry and complaint business process, however, it fell short to provide a state-of-the-art user experience as well as the option to integrate with social channels such as Facebook and Twitter.

## HOW ECENTA HELPED

Dole chose SAP Service Cloud, the service component of SAP's world-class CRM platform C/4HANA. With its modern UI, integration and reporting capabilities, as well as an open architecture, ECENTA replaced the legacy environment in just 16 weeks.

Dole can now deliver faster, better service by responding to its consumers via various channels such as email, social and phone. Further, the company now has access to service insights that will allow them to optimize the handling of complaints moving forward.

### CLIENT

Dole Packaged Foods, LLC

### SCOPE

Implementation and integration

### PRODUCTS

SAP Service Cloud





## RESULTS

- Implemented a complaint management process using the Service Cloud service ticket component, configured to support the B2C process.
- Extended the system to provide enhanced printing capabilities for letter, envelope and other attachments such as coupons.
- Integrated to SAP BW for reporting capabilities to blend with ERP data, and in a second phase with Sprinklr's multiple social channels.

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