

# Kognitos Enables Global Food and Beverage Leader to Save 92,000 Hours Annually with a Single Process



Our client, one of the world's largest multinational food and beverage companies, operates in over 200 countries with more than 250 production facilities and a workforce of 280,000 employees.

The company was committed to reducing operational costs and enhancing customer experience.

# The Challenge

They faced significant challenges with their ticket management system in ServiceNow, which relied on a third-party service to interpret and manually assign tickets to appropriate internal departments.

This process was costly and slow, with tickets being received in multiple languages, including Spanish, Portuguese, and English.

Additionally, Kognitos reviewed their popular global rewards program that allowed customers to submit a photo proof of purchase to earn rewards. This process was inefficient and required manual review of up to 2 million receipts each year to mitigate fraudulent submissions.

To address these issues, the company partnered with Kognitos, which leveraged GPT technology to automate the interpretation and assignment of ServiceNow tickets.

## THEY NEEDED A SOLUTION THAT:

# 01

COULD INCREASE THE SPEED AND REDUCE THE COST OF THEIR TICKET MANAGEMENT SYSTEM

# 02

COULD REDUCE THE MANUAL EFFORT IN THE RECEIPT REVIEWAL PROCESS

# 03

COULD SEND THE DATA TO THE CORRECT DEPARTMENTS, REGARDLESS OF LANGUAGE.



# Our solution

## AUTOMATING SERVICE-NOW TICKETS

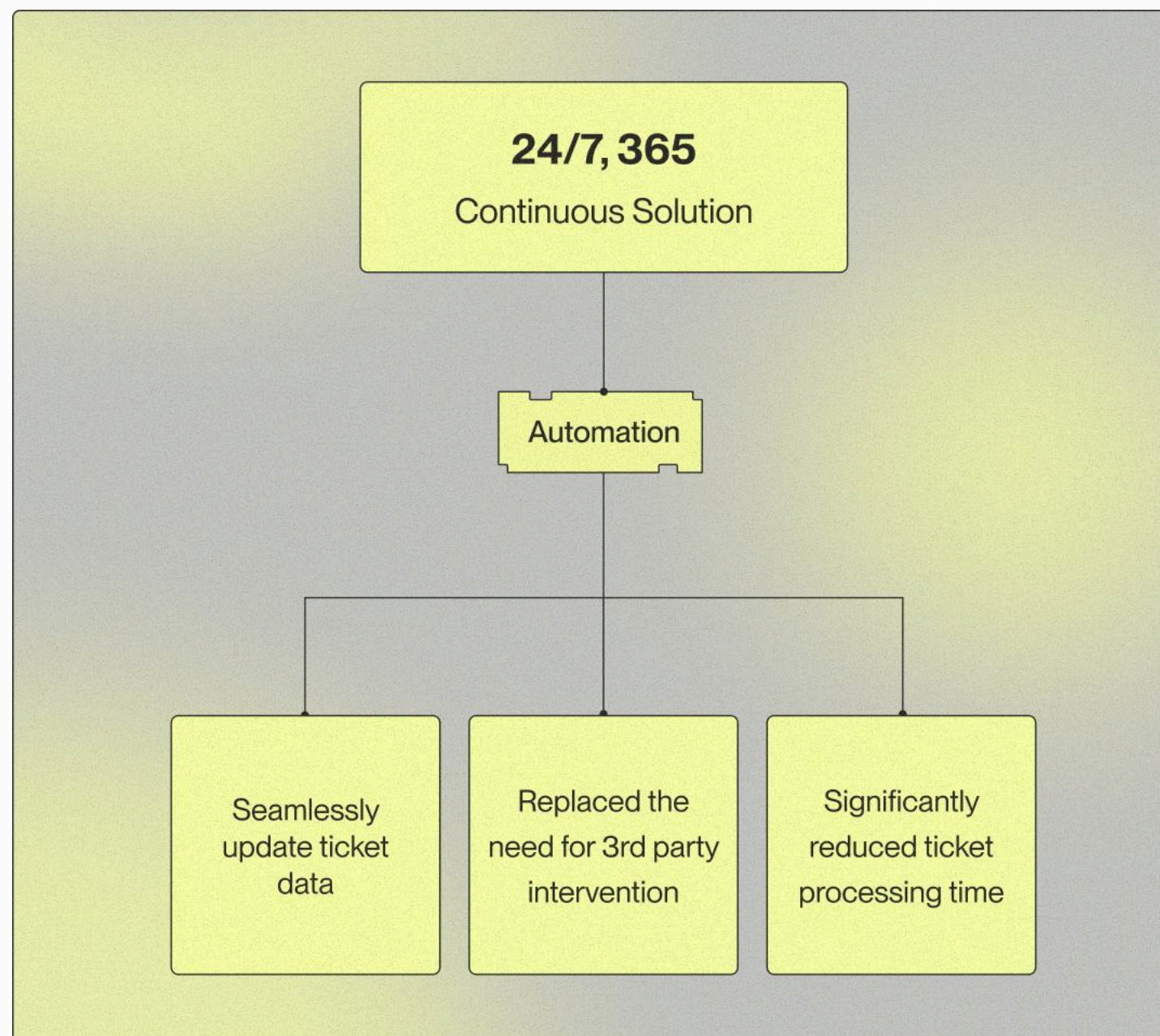
To address these issues, the company partnered with Kognitos, which leveraged GPT technology to automate the interpretation and assignment of ServiceNow tickets. Kognitos implemented a solution that runs continuously, 24/7, 365 days a year. The platform utilized a custom endpoint to seamlessly update ticket data, ensuring that service requests were directed to the correct departments immediately upon receipt, regardless of language. This automation replaced the need for third-party intervention, streamlining the workflow and significantly reducing the time required for ticket processing.

Kognitos also helped our client streamline their workflows for more effective management of rewards submissions to improve handling time, run around the clock, reduce fraud, enhance the customer experience, and improve efficiency.

## MANAGING REWARDS SUBMISSIONS

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## KOGNITOS' AUTOMATION AND OUTCOMES



# Impact

## SUCCESS METRICS

**\$1.1 Million**  
Annual savings

**92%**  
Reduction in  
handling time

**92,000**  
Hours saved  
annually

The implementation of Kognitos resulted in dramatic improvements in the client's workflow and cost efficiency. The automation of ticket assignment led to a substantial reduction in BPO spend by 70%, translating to over \$1.1 million in annual savings with room to drive increased return. The client completely eliminated the need for third-party services, leading to more streamlined operations and improved customer experience. Service requests were now assigned to the appropriate group within less than 30 minutes, ensuring prompt and accurate responses. Additionally, the Kognitos platform enabled the company to scale operations efficiently, managing up to 2 million receipts per year. This enhanced scalability and operational efficiency underscored the transformative impact of Kognitos on the client's ticket management process, solidifying the partnership's value. The rewards program efficiently handled 2 million rewards submissions. Review time went from roughly 3 minutes per receipt to under 15 seconds, a 92% reduction of handling time that saved our client 92,000 hours annually.

## Get in touch

Telephone

(800) 963-8112

Email

SALES@KOGNITOS.COM

Website

KOGNITOS.COM