

 CUSTOMERTIMES



Process efficiency & automation at COCA COLA HELLENIC BOTTLING CO

April 8, 2025



51% of Workday on
Low-Value Tasks



19 Workdays Annually
on Repetitive Tasks

19

Rising Demand for Automation



Volume of Repetitive Tasks

Businesses face an overwhelming number of repetitive tasks that consume time and resources.



Operational Efficiency Pressure

Organizations are driven to find ways to improve efficiency and reduce costs by automating routine processes.



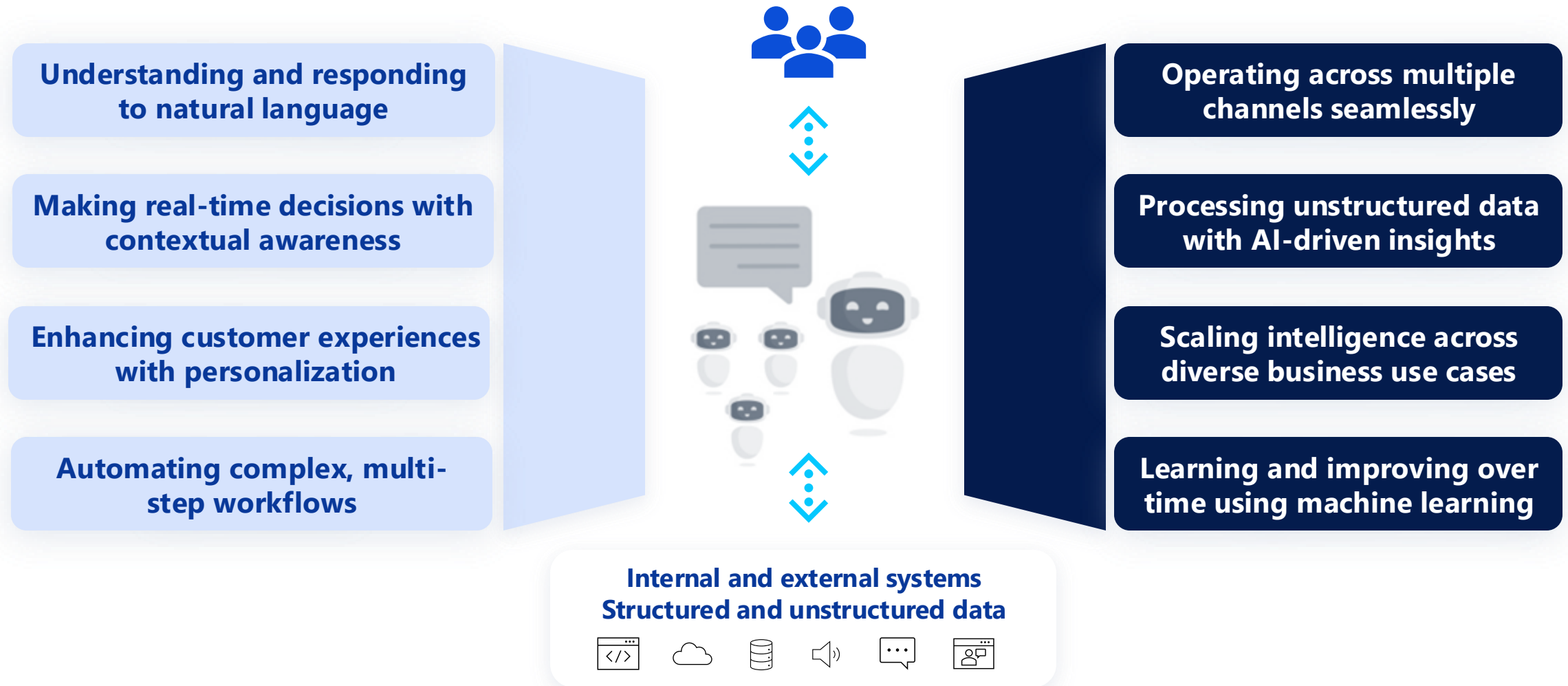
Employee Productivity

Repetitive tasks limit employees' ability to focus on high-value, creative, and strategic work.

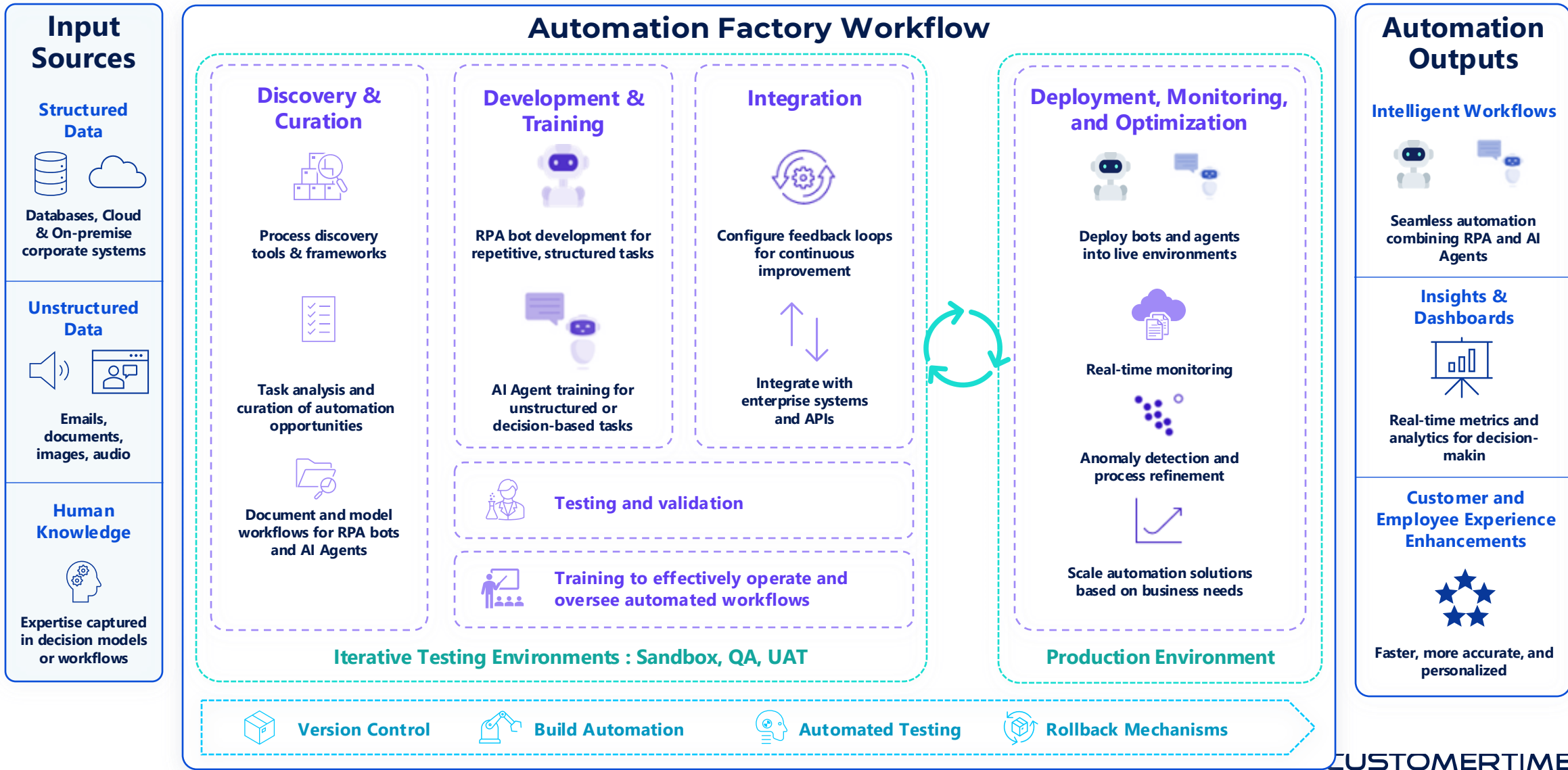
Automation is no longer optional — it's **essential** to maintain efficiency and competitiveness in a fast-paced business environment

AI Agents: The Next Evolution in Automation

Beyond Automation: Intelligence at Work



Automation Factory | Powering Scalable Automation with RPA and AI Agents



Business Domain Coverage

- ☒ Sales & Marketing
- ☐ Other

Vocal Customer 360



Agent analyzes 360 customer view to extract key info & trends for sales rep's upcoming visit and then vocally provides this information to a sales rep

Voice-to-Action



Using a mobile application sales rep explains vocally what he sees, and the system automatically fills in parts of the visit report

Visit Summary & Action Items



Agent analyzes the visit report, survey, order, etc. to extract insights and help refine future visit plans

Menu Data



Parses Menu Data from the websites of the accounts of interest, and prepares report on presence, composition and price of alcoholic beverages & cocktails

Smart Order Assistant



Agents designed to streamline order creation, duplication and adjustment. Tailored to handle complex ordering scenarios

Talk to your Data



Agents designed to find relevant data in the database by natural language request

Search Process Automation Bot



Automates the search for mentions of the company or its products in government portals, generating daily reports based on search results.

Master Data Management Bot



Automates the process of creating Master Data entries in ERP based on an Excel file, notifying stakeholders once completed.

CATEGORY:

Supply Chain and Logistics

Our automation solutions in the Supply Chain and Logistics category streamline inventory management, item creation, work order processing, and replenishment.

By automating data validation and order processes, these bots **ensure real-time efficiency, accuracy, and resource availability** across various logistical functions.

Inventory Reconciliation Bot



Automates the process of consolidating monthly inventory reconciliation files from SharePoint into a master database, validating data, and updating reports with exceptions highlighted.

PackMaster Item Creation Bot



Automates the creation of new packaging items in ERP based on information from an Excel file received through email.

ShipFlow Order Release Bot



Automates the release and reservation of packaging work orders in ERP by calculating dates and updating orders while ensuring material availability.

Auto Replenishment Bot



Automates replenishment from regional distribution centers to local operating companies by gathering data from SAP systems and creating purchase orders.

CarrierCheck Data Validation Bot



Automates the validation and consolidation of carrier data reports into a template and sends notifications if there are any errors or missing data.

CATEGORY:

Supply Chain and Logistics

Supply chain processes often involve **heavy manual work**:

- Multiple suppliers: onboarding, purchase orders, invoicing, shipment tracking
- Logistics partners: scheduling, rerouting, last-minute changes

AI Agents can slash admin overhead by:

- Automating repetitive tasks (fewer emails & manual follow-ups)
- Rapidly responding to disruptions (dynamic supply plan updates)
- Streamlining supplier onboarding & compliance checks

Result: Higher efficiency, faster responses, and fewer surprises.

Automated Purchase Order (PO) Generation



Once inventory levels dip below a threshold, an AI Agent can create and send POs to suppliers without human intervention

Autonomous Exception Handling



If a supplier can't fulfill an order, the Agent can re-route to an alternate supplier or propose changes to production schedules

Smart Negotiation



Advanced Agents can even propose alternate payment terms or shipping methods based on real-time cost and lead-time analysis

Suppliers' Onboarding: Document Collection



The Agent requests, receives, and evaluates supplier documents, comparing them to internal rules (e.g., ISO certifications, insurance coverage)

Suppliers' Compliance Tracking



If a certification is nearing expiration, the Agent automatically notifies the supplier and sets a deadline for updated documents. If not received, it may escalate internally

Suppliers' Regulatory Updates



The Agent monitors relevant regulatory changes and prompts suppliers for additional compliance steps as needed

CATEGORY:

Regulatory Compliance and Quality Control

Our automated solutions for Regulatory Compliance and Quality Control help companies adhere to legal and industry standards, by automating the validation, reporting, and tracking of compliance issues.

These bots **ensure that promotional materials, product complaints, and regulatory reports meet compliance standards**, minimizing risk and manual effort.

Promo Materials Review



Reviews promotional material in Veeva PromoMats, ensuring compliance by performing checks on keywords, disclaimers, and preparing reports for regulatory teams.

Product Complaints Data



Automates the process of transferring product quality complaints from medical information system to the TrackWise system, generating reconciliation numbers, and notifying stakeholders via email.

HCP Compliance Automation



Automates the matching of SAP payment data with transparency reports, ensuring compliance with guidelines for payments to HCPs.

CATEGORY:

Finance and Accounting

Our bots in the Finance and Accounting category automate complex financial tasks, from cash application to purchase order creation and regulated reporting.

These automations **reduce human error, increase processing speed, and streamline reconciliation, data validation, and reporting processes**, leading to improved accuracy and operational efficiency.

Cash Flow Reclassification



Automates the classification of unallocated payments in SAP, posting them to the correct General Ledger accounts, and updating reports.

Goods Receipt Automation



Automates the creation of goods receipts in Ariba for low-risk purchases and sends email confirmations to requesters.

Purchase Order Automation



Automates the creation and processing of purchase orders based on MRP messages, reducing manual workload and increasing processing speed.

SOX Compliance Reporting



Automates the generation of aging reports for SOX compliance by extracting data from SAP and sending it to stakeholders for signoff.

Contract Data Validation



Automates the review of contracts and forms attached to events in CRM, ensuring the accuracy of the data based on predefined templates.

ERP Payment Data Visibility

Extracts payment data from SAP ECC to disclose payment information to sales/service teams in CRM.

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Invoice Status Updates



Analyzes scanned invoices and ERP data to provide payment status updates and credit limits notification to Salesforce and ServiceNow users.

Batch financial statements analysis

Batch financial statements analysis and verification between Ariba, SAP, Salesforce, ServiceNow. Exceptions handling.

Overdue Payment Analysis

Analyses overdue payments at SAP and communicates via omni channel with business partners.

Purchase Requisition Approval

Runs global purchase requisition approval chain, identifying approvers based on criteria (geo, amount), updates Ariba.

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Coca-Cola HBC (Hellenic Bottling Company) is one of the largest bottlers of The Coca-Cola Company's brands, serving over **715 million** consumers across **29 countries** on three continents.

As a strategic bottling partner, we operate at the heart of a robust and diverse beverage portfolio, ranging from sparkling and still drinks to water, juices, ready-to-drink coffee, and premium spirits.

Headquartered in Switzerland and listed on the London Stock Exchange, Coca-Cola HBC employs over **33,000 people**, with a strong commitment to sustainability, innovation, and community impact.

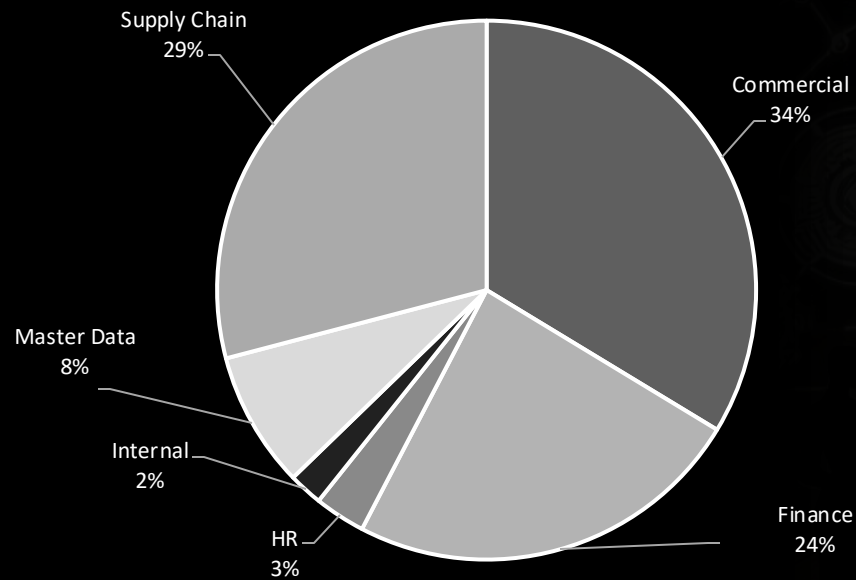
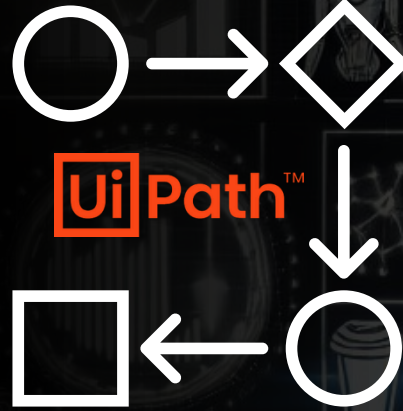
Recognized as a leader in digital transformation and ESG performance, we play a key role in shaping the future of the consumer-packaged goods (CPG) industry



Driving Business Efficiency with Automation

220+ Automated Processes (Growing!) 🚀

- 🚀 Commercial Contracts (10,5 k hours)
- 🚀 Order Creation (4k hours)
- 🚀 Master Data creation (1k hours)
- 🚀 TPM Automation (4,5 k hours)



Delivering Value & Scaling for the Future

Exploring AI & IT4IT Automation for Application Support Efficiency

Hyperautomation & End-to-End Solutions (RPA + Apps + LLM)

Scaling currently existing automations

Growing our Power Apps Portfolio

☐ Customer Data Collection - D365 and MDG integration

Customer Data Cleansing

☐ Damage Claim Application

☐ Market Initiatives Application

☐

Creating Community of practice



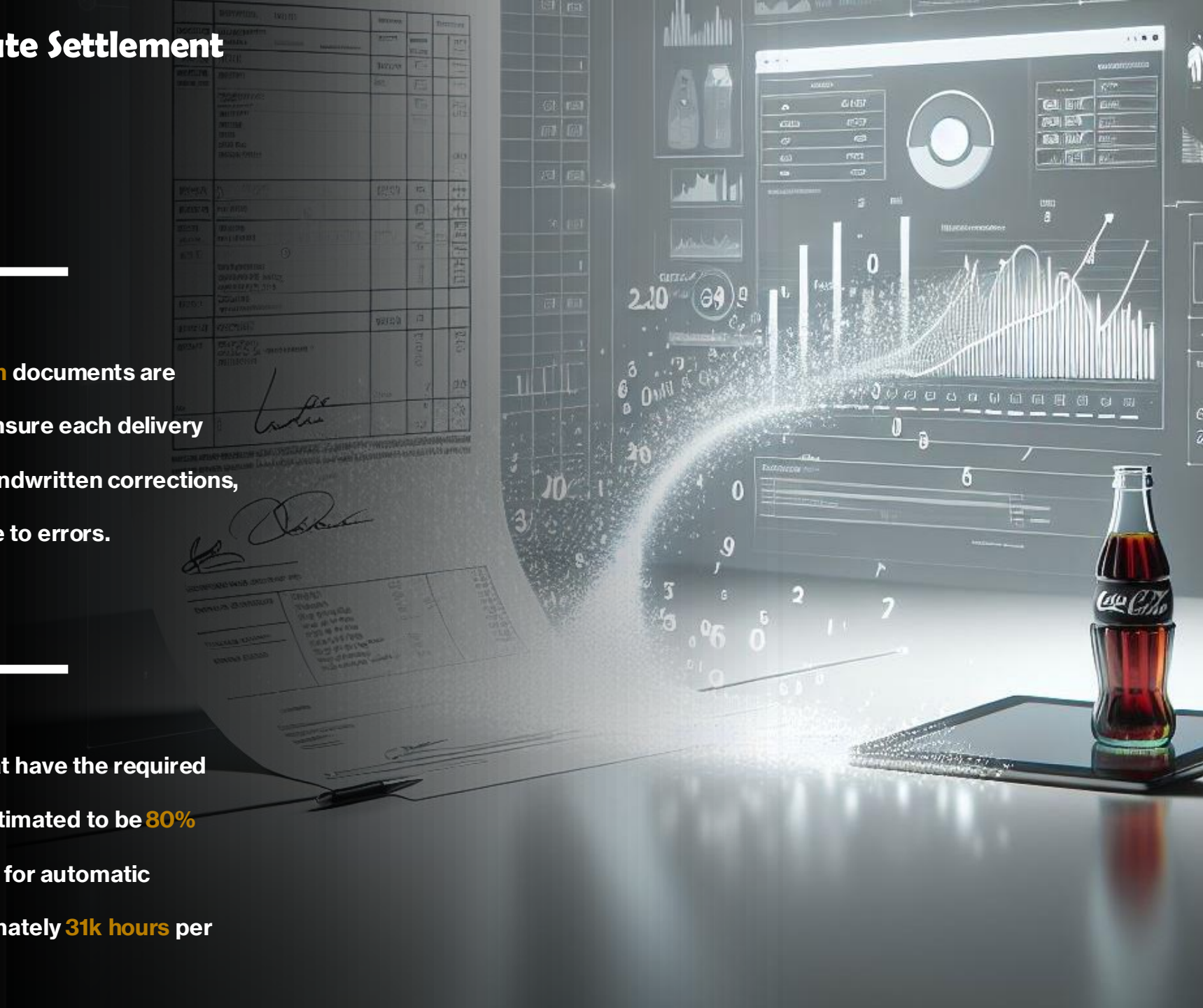
Document Understanding In Route Settlement

What we want to solve?

In the Route Settlement (RS) area, around **3.7m** documents are manually settled yearly. This is necessary to ensure each delivery document has a customer signature and no handwritten corrections, making the process time-consuming and prone to errors.

Why?

By identifying and categorizing documents that have the required signatures and no handwritten corrections (estimated to be **80%** of the total documents), we can process these for automatic settlement. This automation will save approximately **31k hours** per year of manual work.





How can we solve it?

Partnering with the MS Practice team (Kateryna Dmytrenko, Andrii Gerigei, Dmitry Kotelva, Artem Didenko) from Customertimes we are leveraging AI Builder in Microsoft Power Platform; we can accurately recognize documents and specifically detect the presence of handwritten text and signatures. Once categorized, documents without corrections will be processed for automatic settlement.

Where are we today?

We have completed the implementation for our Pilot in Italy. Currently the solution is undergoing testing with some very satisfying results so far



Questions?