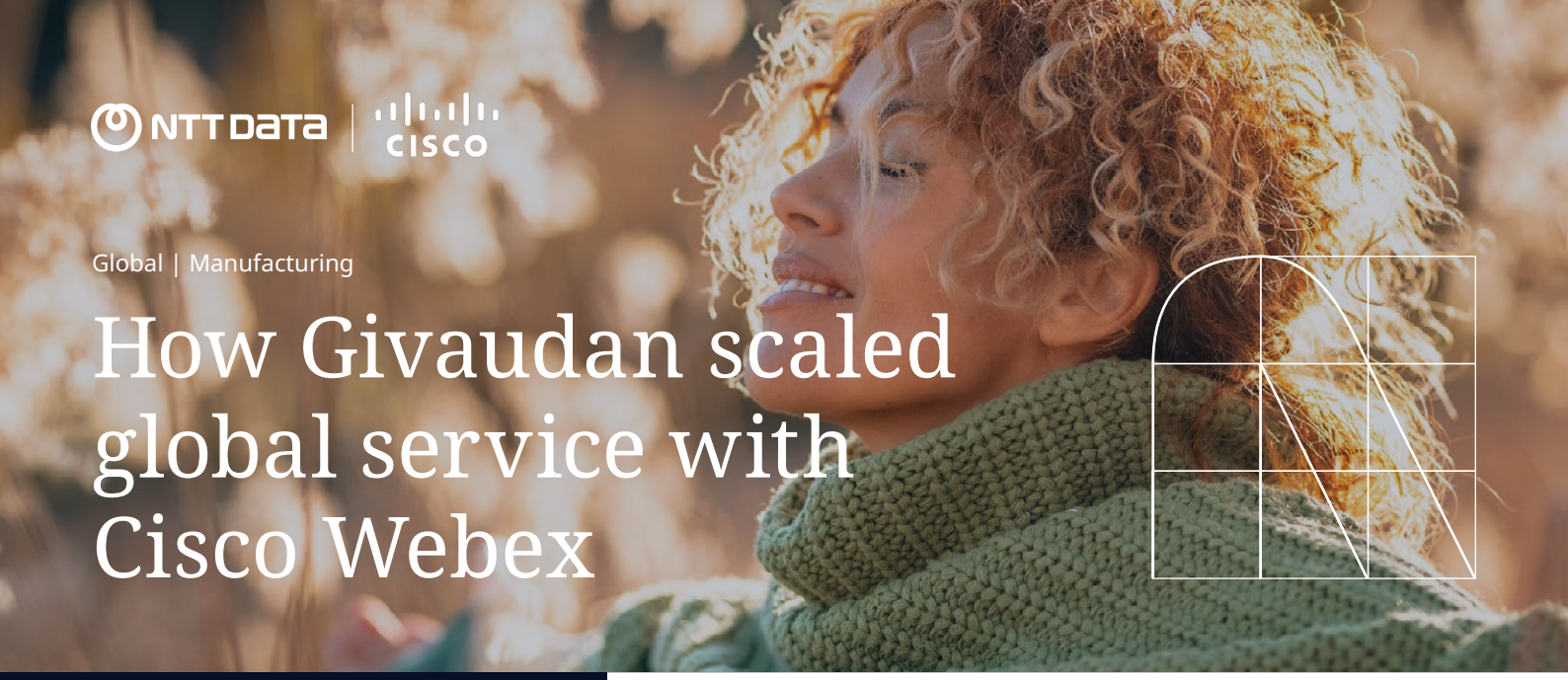


Global | Manufacturing

How Givaudan scaled global service with Cisco Webex

Givaudan

Client profile

Givaudan is a global leader in the creation of flavors, fragrances and functional ingredients for the food, beverage and consumer goods industries. The company operates across 162 locations worldwide. More than 17,500 employees work in close partnership with customers, locally, regionally and globally.

Migrating to a cloud contact center enabled Givaudan to standardize workflows, reduce telephony complexity and improve business resilience. With NTT DATA supporting the transformation, the organization now has a consistent contact center operating model in 26 countries and a foundation for digital channels and AI-enabled customer engagement.

> “When you have a partner you know you can trust, you keep them. **NTT DATA handled our on-premises Cisco EX and cloud CX solutions.** For cloud, we knew they could support us in every country where we do business, with just one contract.”

Justin Anto, Global UC Solution Engineer, Givaudan

26
countries migrated using a phased approach

160+
agents benefiting from cloud simplicity

1
PSTN contract simplifying global telephony

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Business need

A resilient cloud contact center to support global growth

With 77 production sites and 162 locations worldwide, Givaudan is a truly global company. And with their growth showing no signs of stopping, it was clear that the company's voice-only contact center was not up to the task. Located on-premises, it did not allow the business to introduce new locations, or digital channels such as chat and email.

Givaudan is at the forefront of innovation in taste, wellbeing, fragrance and beauty products. They wanted their contact center to support their current business and be ready to support the latest cloud and AI features in the future.

A single cloud contact center would give Givaudan the flexibility to do all these things, giving customers and internal teams from around the world more ways to connect. It would help the business to train human agents more easily, improve operational efficiency and offer a consistent customer experience in all regions.

Moving to a new contact center solution also presented an opportunity to simplify their telephony, moving away from fragmented, country-specific contracts to a single global model.

Solution

Moving a multinational contact center to cloud

Givaudan chose NTT DATA to help them transition from an on-premises contact center to the Cisco Webex Contact Center platform.

To make sure their customers can always reach the business — and colleagues can always communicate — they kept their cloud contact center solution and enterprise cloud telephony separate. Using separate providers, clouds and platforms allows the business to continue operating even if one of the systems goes down.

Implementing a contact center at this scale is complex, and each region brought its own challenges. In Egypt, regulatory restrictions required our teams to source direct dial-in numbers. In Argentina, we had to overcome call-routing complexities between the Webex platform and local numbers.

The close collaboration between NTT DATA, Cisco, local telco partners and the team from Givaudan was essential to the project's global success. Approaching the rollout country by country helped us maintain momentum while meeting local requirements. And, once the rollout was complete, human agents could follow the same, consistent workflows in all locations.

NTT DATA Cloud Voice for CX — delivered through a single global PSTN contract — replaced the patchwork of regional telco agreements. This contract provides predictable, per-user pricing and centralized numbering services, making it easier to launch new markets and manage compliance across 26 countries.

Outcomes

Maintaining a high standard of customer service

Givaudan now runs a standardized cloud contact center in 26 countries, used by more than 160 agents. With one global platform and a consistent way of working in all regions, training is simpler, onboarding is faster and customer interactions follow the same standards.

Lowered operating costs

The cloud model eliminates the hardware upgrades and specialist engineering effort required to maintain an on-premises contact center. This reduces operational overheads and provides a more predictable cost base.

Simplified telephony with predictable global costs

NTT DATA's Cloud Voice for CX provides PSTN connectivity through a single global contract, replacing a patchwork of local carrier agreements. This gives Givaudan predictable per-user pricing, centralized numbering services and a far easier way to launch new locations.

Laid the foundation for digital channels and AI

The solution is designed to evolve to meet Givaudan's needs, supporting global innovation without adding complexity. The team can now introduce digital channels, omnichannel communication and AI-driven capabilities like virtual agents and real-time agent assistance.

Visit nttdata.com to learn more.

NTT DATA is a $30+ billion business and technology services leader in AI and digital infrastructure. We accelerate client success and positively impact society through responsible innovation. As a Global Top Employer, we have experts in more than 70 countries. NTT DATA is part of NTT Group.

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