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EHL CASE STUDY

A Joint Venture in Customer Excellence

Coca-Cola HBC Switzerland and EHL
bringing hospitality service into the
Premium Coca-Cola HBC portfolio

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Graduate School



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Unveiling the Journey: Coca-Cola HBC Switzerland and EHL bringing hospitality service into the Premium Coca-Cola HBC portfolio

As a pre-eminent entity within the realm of the non-alcoholic beverage sector, Coca-Cola HBC Switzerland, a franchised bottler of The Coca-Cola Company, has been a vital cog in the Swiss economy since its establishment in 1936. Employing around 700 individuals and indirectly supporting an additional 7710 jobs across various sectors such as catering, retail, logistics, and industry, its impact is extensive.

In a collaborative venture, Coca-Cola HBC Switzerland and EHL Graduate School, an internationally acclaimed academic institution known for its hospitality management expertise, jointly launched a bold initiative aimed at enhancing customer centricity. This initiative was designed with a two-pronged approach: first, to elevate the customer experience, and second, to create a sustainable framework to support Premium HoReCa as they navigate through challenging times.

The Visionary Aim and Purpose of Coca-Cola HBC Switzerland

The visionary aim and purpose of Coca-Cola HBC Switzerland are perfectly attuned to the elevated expectations of the premium HoReCa sector—hotels, restaurants, and cafes that represent the epitome of quality and service. This vision, founded on delivering top-tier products and unceasing innovation, serves as a tailored roadmap for ensuring they meet and exceed the particular demands of this exclusive market. It's not just about offering a drink; it's about delivering an experience that complements the ambience and prestige that premium HoReCa establishments work so diligently to maintain.

Coca-Cola HBC Switzerland is more than a purveyor of beverages; they consider themselves a partner in clients' quest for excellence. They understand that the HoReCa sector is faced with unique challenges such as the need for rapid yet high-quality service, offering diverse yet consistently premium experiences, and maintaining a staff that is as knowledgeable as they are welcoming. That's why they've diversified their product range to include offerings that specifically appeal to the discerning tastes and ever-changing preferences of HoReCa clientele.

The organization is resolutely focused on preserving its leadership status. The introduction of additional premium offerings caters to a wider and more discerning clientele. This expansion is not solely focused on physical products but also includes enhancing the quality of engagement and interaction with customers.

Cognizant of the expanding needs of this clientele, Coca-Cola HBC Switzerland acknowledges the pivotal role that interpersonal skills play in augmenting the customer experience. In recognition of this, the company has embraced a more all-encompassing approach to training and development, centering on the cultivation of both hard skills related to data analysis and the soft skills required for premium hospitality. This symbiosis of skills is designed to deliver a comprehensive customer-centric experience that differentiates Coca-Cola HBC from its market competitors.



Redefining Hospitality Excellence: EHL's Innovative Approach through its Hospitality & Service DNA Solutions Division

The division of Hospitality & Service DNA Solutions, part of the EHL Graduate School, demonstrates its expertise as follows:

- Training Excellence and Program Development: the team provides bespoke, top-tier training via programs like the VIP Upper & Premium HoReCa, co-developed with industry and academia leaders.
- Innovation and Adaptation: The division embraces innovation, adapting to changes in consumer preferences and the digital landscape.
- Service Excellence and Corporate Culture: The unit helps organization incorporate service excellence into their strategy and culture, offering a toolkit to improve customer service across the hospitality and service industry.
- Customer Orientation and Personalization: Hospitality & Service DNA Solutions designs customer-centric programs tailored to the specific needs of business partners and end customers, involving partners in the value-creation process.
- Long-term Partnerships: It views clients as both service recipients and growth drivers, committed to forging enduring partnerships for mutual growth and innovation.

Harnessing Global Excellence through Strategic Collaboration: Coca-Cola HBC Switzerland and EHL Graduate School's Joint Endeavor in Refining Service Training

Coca-Cola HBC Switzerland, a vital component of the global conglomerate operating in 29 countries, is revolutionizing the beverage landscape through its forward-thinking ethos and crucial alliances. This commitment is particularly resonant for their partners in premium restaurants, hotels, and other high-end hospitality settings, where the demand for exceptional service and innovative offerings matters the most. Recognizing the invaluable role of industry expertise, the Swiss division has strategically aligned itself with EHL Graduate School, a venerated institution recognized for setting the gold standard in hospitality management.

This alliance is crafted to address the unique challenges and opportunities facing the premium HoReCa sector. It aims to engage with the sector's thought leaders, bring in global best practices, and, most importantly, deliver tangible results that elevate the guest experience. By merging their resources and know-how, Coca-Cola HBC Switzerland and EHL are not just enhancing the brand's value proposition but are also providing bespoke solutions tailored to the nuanced needs of upscale hospitality environments.

This collaborative effort goes beyond mere business synergy; it's a commitment to drive introspection within the industry and set new benchmarks for global excellence. The partnership becomes a platform for tackling the complexities of delivering uncompromised quality and guest satisfaction, thereby solidifying their role as invaluable partners in the premium HoReCa segment.



Project Enactment and Fulfillment: A Sojourn Towards Elite HoReCa Eminence

Coca-Cola HBC and EHL Hospitality Business School have collaboratively co-created a comprehensive series of programs aimed at fostering a superior customer experience for premium HoReCa establishments.

The initiative caters to the needs of upper-echelon HoReCa establishments, managers, and high-potential individuals, focusing on their versatile and thorough professional development prospects.

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This exclusive VIP Upper & Premium HoReCa training curriculum is a meticulously designed and engaging catalyst for value creation. Crafted collaboratively by Coca-Cola HBC Switzerland and EHL, renowned as the hospitality industry's pinnacle, it fosters our commitment to excellence and is poised to become a benchmark in our field. This custom program seamlessly blends academic leadership with industry prowess, delivering a comprehensive spectrum of offerings. Enriched with cutting-edge insights and top-tier practices in Upper & Premium HoReCa, this initiative will serve as a guiding lighthouse illuminating our enduring partnership with our Premium HoReCa Business Partners.

Cedric El-Idrissi / Commercial Director at Coca-Cola HBC Switzerland Ltd.

Each of these initiatives embodies a unique blend of strategies and programs:

1. The first of these programs, the Coca-Cola Premium Program, isn't just a boon for the Coca-Cola workforce—it's a pivotal step toward becoming an invaluable partner for premium HoReCa clients. The initiative bolsters not only Coca-Cola's customer-centric vision but also addresses the immediate challenges that premium HoReCa owners often face, such as the need for tailored solutions and superior customer service. It lays the groundwork for partnerships built on mutual growth and understanding, reinforcing the strength of existing relationships while cultivating new ones.
2. The second program, the Premium HoReCa VIP Program, is an unparalleled two-day training event at the EHL Campus in Lausanne. This is specifically aimed at the leadership of premium HoReCa establishments and is designed to resolve key challenges in staff training and leadership development. The training, combining theory with hands-on workshops, allows participants to take home actionable strategies that can immediately be implemented for enhancing customer experiences and operational efficiency.
3. Finally, the Premium HoReCa Online Academy is the culmination of a shared vision and collaborative effort between experts from EHL and Coca-Cola HBC. This intricately designed program is meticulously tailored to meet the needs of frontline professionals in the HoReCa industry. It comprises eight self-paced modules, each focused on critical aspects such as F&B management trends, the realm of premium experiences, and human resources. Delivered through an e-learning platform, the program offers an exceptional opportunity for those seeking a flexible yet comprehensive approach to professional development. New learning groups are inaugurated at the onset of each month, and the program has been operational since January 2023. By addressing the industry's urgent challenges, such as workforce shortages and limited educational access, this initiative underscores both EHL's and Coca-Cola HBC's commitment to sustainability and innovation within the industry.

Together, these programs represent a unique collaboration between Coca-Cola HBC Switzerland and EHL. The school is seamlessly imparting its wealth of experience and expertise to Coca-Cola HBC Switzerland, fostering a reciprocal exchange of knowledge and insights. The resulting programs promise to enhance the HoReCa industry's quality and create exceptional customer experiences, thus, underscoring EHL's instrumental role.

All programs are disseminated in English, and, upon culmination, participants are bestowed with official EHL certificates. Crafted to shape a customer-centric entity of heightened efficiency and profitability, it imparts pragmatic tools and essential insights for mutual transformative growth.



As one of the pioneers in the hospitality & service industry, EHL helps organizations around the world to embrace service excellence as an essential part of their strategy, company culture and its execution. Together with Coca-Cola HBC, we have developed a toolkit for all levels of the Premium HoReCa industry from frontline to executives so they can take their customer service to the next level.

Olivier Vershelde / Head of Service DNA, EHL Advisory Services

Envisioning Customer-Centric Innovation: The Exemplary Synergy of Coca-Cola HBC Switzerland and EHL Graduate School

In a short span of one year, the strategic alliance between Coca-Cola HBC Switzerland and EHL Graduate School has surpassed grand expectations, paving the way for an unrivaled approach to customer-centricity within the Swiss hospitality industry. This collaboration has not only enhanced the standing of Coca-Cola HBC Switzerland in its homeland but also projected an encouraging trajectory for potential expansion across the Coca-Cola HBC network.

In a strategic pursuit of excellence, our recent initiatives have ushered in a profound evolution of skills and insights. This transformative learning journey has empowered us to tailor our approaches meticulously, resulting in heightened resonance with each discerning patron. The outcome has been an array of meticulously crafted propositions, evoking a resounding emotional connect and significantly enhancing our rapport within the premium HoReCa landscape, which include:

- New Skills and Knowledge: A deeper understanding of premium customers' expectations was cultivated.
- Learning Experience: There was an emphasis on adapting offers, discourses, and approaches to each customer.
- Efficient Impact: Propositions and solutions were developed that highlight products and specific benefits, fostering an emotional response from the customer.
- Employee Happiness: Employees gained increased confidence when interacting with premium HoReCa customers.
- Customer Satisfaction: Employees used the necessary tools to be productive and deliver high quality.
- Cultural Impact: The project resulted in a better perception of BD's work with premium HoReCa outlets.

The inception of this collaboration, framed as an astute strategic maneuver, was grounded in the objective of augmenting the sphere of customer-oriented practices within the hospitality industry. The transformative impact is demonstrated by the unprecedented value proposition offered to their patrons, underscoring the profound potential corporations hold when investing in continuous in-service training and development.

Notwithstanding the challenges encountered, the impact of the project is undeniable. The tangible improvements in customer-centricity have earned approving accolades from clients, leaving a profound imprint on the Swiss hospitality milieu. This noteworthy outcome bears testament to the assiduity, proficiency, and commitment to quality exhibited by both entities involved.

In retrospect, the impressive results and continued prosperity of the project reveal the significance of relentless education, development, and adaptation within a rapidly evolving business environment. The alliance between Coca-Cola HBC Switzerland and EHL Graduate School is poised to further spearhead the evolution of customer-oriented innovation, serving as a robust scaffold for other firms looking for similar excellence.

The journey of Coca-Cola HBC Switzerland and EHL Graduate School has triggered immense pride and is a resounding example of effective synergy. As the project forges ahead, the lessons acquired from this experience are anticipated to invariably guide future initiatives, stimulating additional strides toward an unrivaled customer-oriented foresight in the hospitality domain.

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We are proud to introduce this exclusive customer-centric program to you which marks a milestone for our partnership. The content has been developed on your specific needs and the needs of your end-consumer. Our education model is a vital mix of all: based on theory insights, rooted in the latest research and enriched with hands-on mentality and best practice. Together we have built the business over decades and you have always been the engine of our growth, innovation and change. Let us pioneer and open a new chapter of our journey.

Katharina Kurtz / Sales Capability Manager Coca-Cola HBC Switzerland Ltd.



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