

## Strauss Group transformed **50%** of customer communication to digital channels using Commbox Smart Interaction Center

### Intro

Strauss Group is an international corporation with a portfolio of four companies, which provide a response to two leading world trends – Health & Wellness, and Fun & Indulgence.



Strauss manages and develops its business in order to offer a wide range of quality Food & Beverage brands to entire populations, which are marketed through various commercial channels.

The Group has 15,000 employees worldwide, is active in more than 20 countries. The group's sales totaled NIS 8.35 billion in 2020.

Strauss has collaborations with Danone, PepsiCo, Haier and Virgin.

Strauss Group is traded on the Tel Aviv 35 Index, which includes Israel's largest public companies, and has an iIAA+ credit rating.

**+20**

Countries

**+15,000**

Employees Worldwide

**8.5 Billion NIS**

Total Sales 2020

### The Challenge

Strauss Group's vast areas of operation in over 20 countries worldwide demanded an effective customer service experience, to serve millions of consumers.

With the increasing use of digital channels by consumers, Strauss Group understood the rising need for a technological solution that would manage effectively all the customer communication.

Before implementing CommBox, Strauss's response time was relatively slow, and they couldn't handle all the requests in a timely and effective manner. Clients kept reaching out through their favorite communication channels; however, Strauss couldn't respond to their requests on time.

Strauss needed a change. Moving to an omnichannel platform was the obvious solution for them, and their choice of CommBox was certainly the right one for their company's needs.

## Strauss - Commblox | The Solution

Strauss implemented the Commblox omnichannel customer communication system and made a revolution in their customer service and customer experience.

The Commblox system combined easily into Strauss's operational systems thanks to Commblox's smart integration capabilities.

After implementing Commblox, Strauss started using Commblox's smart chat on their social channels, Whatsapp, Chat, SMS and more to provide fast and effective customer service.

## Achievements

Commblox easily integrated with all of Strauss's operational systems and led to a number of major achievements for the company:

- Manage social media customer communication for all 12 Strauss brands.
- Implement smart communication on multiple digital channels: WhatsApp, Chat, and SMS, Social.
- Commblox enabled Strauss with Self-service capabilities through bot and CRM integration.
- 50% of Strauss's communication is done by digital channels (non-phone communication).

## About Commblox

Commblox offers an innovative solution for customer interactions, creating a holistic customer communication experience. By using the Commblox platform, companies and enterprises can automate recurring tasks that are excessively time-consuming allowing your agents to focus on more important tasks. Commblox paves the way for autonomous business communication, without losing the quintessential human touch.

Commblox's mission is to pave the way for companies worldwide to become autonomous enterprises, without losing their quintessential human touch.

Discover more - [commblox.io](https://commblox.io)

Contact us - [contact@commblox.io](mailto:contact@commblox.io)