

Explore How Dairy Co-operative Fonterra Modernised Its Contact Centre and Boosted Resilience

Overview

Fonterra, a leading New Zealand based global dairy co-operative, produces 30% of the globally traded dairy products from 10,000 farms. During the peak milk season their customer-facing Service Centres will manage 145,000 inbound calls and 70,000 outbound calls. Their Service Centres operated independently on ageing, on-premise platforms, resulting in fragmented communication and inefficiencies across regions. The lack of integration made it difficult to maintain consistency, visibility, and responsiveness in customer interactions.

When they sought to enhance the way they connect with farmers, partners, and customers worldwide they partnered with Black Box to transform their contact centre ecosystem with a unified, cloud-based solution seamlessly integrated with Salesforce, their CRM platform. This modernisation empowered management with real-time insights, streamlined processes, and a single view of the customer. The result was an agile, scalable, and data-driven platform that strengthened engagement, improved operational efficiency, and elevated the overall customer experience.

Challenges

With multiple service centres operating in silos across regions, Fonterra faced limitations in scalability and visibility. Managers lacked real-time insights, and manual scheduling slowed workforce efficiency.

Building resilience to handle major unplanned events was essential to minimise the Service Centre's risk profile and maintain business continuity.

There was a growing requirement for a robust, cloud-based system that could deliver omni-channel capabilities and improve agent mobility and productivity.

AT A GLANCE

CHALLENGES

- Disconnected on-premise contact centre systems hindered visibility and scalability
- Lack of integration limited unified customer insights
- Manual scheduling and inconsistent performance tracking affected efficiency

SOLUTIONS

- Implemented a cloud-based contact centre platform for global unification
- Integrated CRM to enable a single customer view
- Introduced digital channels including chat, callbacks, and co-browsing
- Enabled centralised management and real-time analytics

RESULTS

- 29% reduction in inbound calls through smarter self-service and automation
- 10% improvement in agent schedule adherence
- 21.8% reduction in overflow calls to third-party providers
- Seamless business continuity during unplanned events

BENEFITS

- Cloud-based, scalable contact centre platform
- Enhanced customer experience with omni-channel engagement
- Greater agent productivity and flexible remote work options
- Ability to update call centre technology with minimal development and support costs



Solutions

To overcome these challenges, Black Box implemented a unified cloud contact centre platform that consolidated all operations into a single, scalable environment. Integration with Salesforce enabled a 360-degree view of every customer interaction.

The introduction of new digital capabilities such as web chat, cobrowsing, and callback options empowered customers to connect on their preferred channels. Centralised management, real-time analytics, and flexible remote work capabilities further enhanced operational performance and workforce agility.

Why Black Box?

This transformation demonstrates why Black Box is a trusted partner in contact centre modernisation. Beyond technical implementation, Black Box delivered a scalable, resilient, and data-driven communication environment aligned with the organisation's innovation goals.

With deep expertise, global reach, and strong technology partnerships, Black Box enables enterprises to deliver seamless customer engagement, enhance efficiency, and ensure continuity, empowering them to connect smarter and lead confidently in a digital-first world.

Testimonial

"Genesys Cloud delivers the omni-channel experience today's customers expect, including the ability to remain innovative and providing the opportunity for farmers and customers to engage in multiple ways beyond voice communication. Genesys, with Black Box, has transformed the way we work"

Melanie Tuck

Fonterra Service Centre Manager

Results

The transformation delivered measurable impact. Inbound calls reduced by 29%, enabling staff to focus on higher-value tasks. Improved scheduling led to a 10% increase in agent adherence, while overflow calls to external providers dropped by 21.8%. Roster administration time reduced from 80 hours per month to just 2 hours. Managers can adapt to variable call volumes through smarter rostering and scheduling decisions. They are also able to provide richer information for reporting and training.

During major events such as floods and pandemic restrictions, the cloud setup ensures uninterrupted operations. Remote work flexibility improved employee satisfaction and retention, strengthening the service centre's overall resilience.

Black Box is a global leader in digital infrastructure solutions, delivering network and system integration, managed services, and technology products to Fortune 100 and top global enterprises. With a presence across the United States, Europe, India, Asia Pacific, the Middle East, and Latin America, Black Box serves businesses across financial services, technology, healthcare, retail, public services, and manufacturing.