

 Keurig KEURIG™**Industry:**

Manufacturing

**Technologies:**

## Customer

Keurig, Incorporated, a wholly owned subsidiary of Green Mountain Coffee Roasters, Inc., is a leading manufacturer of gourmet single-cup brewing systems for both at-home and away-from-home use. Green Mountain Coffee Roasters supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in sustainably grown coffee and allocating at least five percent of its pre-tax profits to socially and environmentally responsible initiatives.



## Challenge

Keurig wanted to implement Oracle's Siebel CRM system to provide visibility into all sales activities, help the company convert more leads, improve customer satisfaction and grow the business in both the away-from-home and at-home market segments. The Siebel system was expected to provide an excellent CRM platform to support the specialty coffee company's sales function. Additionally, Keurig was undertaking a massive effort to sell single-cup brewing systems directly to consumers via digital channels and establish a tele-web center to support these initiatives.



## Solution

Eagle Creek delivered the Enterprise CRM design, configuration and implementation. Eagle's Creek's enterprise experience meant we were able to complete the required integrations with other corporate systems such as PeopleSoft (SCM, Financials and HR). Keurig took advantage of Eagle Creek's U.S. Onshoring approach, which combines onsite consultants with our offsite (but onshore) Technology Center based teams. Through this model, Keurig was able to implement in their time frame, while keeping within budget.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

Contact our sales team at <https://www.eaglecrk.com/contact-us>