

B&G Foods

B&G Foods finds faster response time, reduced call abandonment rate with trio of Astute products



The Challenge

Increasing contact center performance for 50+ brands

With over 50 iconic brands on its shelf, including Green Giant, it took a massive effort from the B&G Foods Consumer Affairs team to gather, track, resolve, and report on the issues and insights of millions of customers around the world. Managing nearly 30,000 contacts annually via Excel spreadsheets was a tedious, time-consuming process. Wanting to increase the efficiency of its contact center, the team turned to Astute for its proven success in working with other industry-leading CPG brands.

The Solution

A cloud-based CRM with an integrated knowledgebase and social media listening tools

In 2013, B&G Foods migrated to ePowerCenter™ for greater ease and efficiency and found the integrated, single-point-of-contact interface highly configurable to their needs: tailored product category and issue codes, screen layouts, response generation, automated fulfillment, case resolution, and reporting abilities. Within 24 months, the global food manufacturer further empowered its agents with the integration of a B&G Foods knowledgebase and a social media engagement tool.

Integrating Astute Knowledge™ into their Customer Relationship Management platform enables B&G Foods to easily add product information as brands are updated or acquired and alerts the firm to any gaps or needed missing information, while the on-screen Agent Assist feature equips agents with up-to-the-minute details, such as UPCs, best-by dates, and by-location product availability.

With Astute Social™, B&G Foods can now quickly engage with their thousands of consumers on Facebook, Twitter, Instagram, and YouTube via their CRM to resolve and capture results. The integrated technology enables agents to manage all telephone, email, social media, and mail with ease, while the built-in alert-routing and reporting tools help B&G Foods management track trends and consumer behavior.



Astute ePowerCenter™
Customer Engagement CRM



Astute Knowledge™
Digital Self-Service



Astute Social™
Social Media Management



The Results

Engaging more consumers through improved call center efficiency

The B&G Foods Consumer Affairs team now provides efficient and effective service to over 80,000 contacts annually, a 176% increase since implementation.

With the integration of ePowerCenter, Astute Knowledge, and Astute Social, all consumer inquiries are automatically captured within the CRM, for easier resolution without having to navigate to other systems to search for information or wade through social media channels. All case information is tracked for easier auditing and tracking, and all resulting email responses are now automatically processed within the brand format, improving response time from an average of two days to within minutes of receipt.

The improved efficiency has led to a better consumer service experience overall. B&G Foods' CSAT scores have been resoundingly positive since the Consumer Affairs team started using Astute software. On average, nine out of 10 consumers say their question was answered thoroughly, the specialist was knowledgeable and friendly, and they are likely to buy the product again.

Brand acquisitions are easier, too.

While the firm's purchase of Green Giant is driving a 50% increase in contact volume, agents are able to easily access new product information quickly to provide accurate responses. The integrated, central location of information with ePowerCenter is key for not only the Consumer Affairs team, but for other B&G Foods teams—including Marketing, Legal, Q&A, and R&D—that need access to invaluable consumer information.

"Astute's ePowerCenter gives my team the power to help our consumers efficiently and effectively, regardless of how they want to communicate—be it on the phone, via the web, through email or social media—without extra keystrokes and effort."

– Connie McGinty, Senior Manager of Consumer Affairs



"Astute has terrific products and staff and they are always looking into the future to develop products and services that I am going to need down the road. I would definitely recommend Astute to any company that needs a platform to track their consumer contacts, to help their company to grow, and to serve consumers better. I cannot think of one industry that would not benefit from this. If you have consumers, Astute's for you."

– Connie McGinty, Senior Manager of Consumer Affairs