



Coca-Cola Enterprises Inc.

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Coca-Cola Enterprises Inc. is the world's third-largest independent Coca-Cola bottler and is the sole bottler for products of The Coca-Cola Company (TCCC) in Belgium, continental France, Great Britain, Luxembourg, Monaco, the Netherlands, Norway and Sweden. Coca-Cola Enterprises (CCE) employs around 4,500 people across England, Scotland and Wales within manufacturing sites, regional offices and depots and is committed to minimising the environmental impact of its products and operations, with a particular focus on sustainable packaging and recycling, water stewardship, and energy and climate protection.

Opened in March 1992, the CCE Business Support Centre in Peterborough is an outbound and inbound contact hub, serving over 20,000 customers nationally. Placing orders for clients for direct delivery, CCE helps these businesses grow. The Business Support Centre currently employs around 150 people, with the aim of increasing this to around 200 by the end of 2011.

Right Environment

Prior to their move to the city, CCE's telesales teams were attached to local depots around the country, but after identifying Peterborough as a great central location, with a sizeable labour pool and other companies locating their contact centres there, it seemed the natural choice for their business operations.

Being located in Peterborough has proved beneficial for CCE's Business Support Centre in many ways. The road and rail links make the site easily accessible for both clients, as well as staff, who also benefit from affordable house prices, with the cost of living in the city being lower than many other areas in the UK.



Ongoing Development

Although Coca-Cola is a global brand, CCE is a local business; investing in the development of staff is integral to CCE, through the provision of training and development programmes, on-the-job learning, coaching and feedback, and ensuring that employees have the resources they need to learn more and further their careers.

Over the years, CCE has invested in strengthening this important area of business performance by placing emphasis on employee development plans, internal talent management, leadership development for managers and employee performance management.

Future Plans

2010 was a positive year for CCE, with successes including being recognised as the number one fast moving consumer goods supplier in Great Britain, Belgium and the Netherlands. They hope to emulate and build on this success going forward into 2011 and in addition to increasing staff numbers in their Business Support Centre, the company aim to provide greater value for their customers, improve the strength of their brands, as well as improving their services and developing an even closer relationship with their customers.

“Positioning our Business Support Centre in Peterborough has allowed us to recruit staff who are highly skilled in sales and customer care, which in turn has enabled us to provide a top quality service to our clients and continue the growth of CCE. The city is an ideal location for our business support operations.”

Sarah Perry, General Manager,
CCE Business Support Centre

