

## Webtrends Quenches The Coca-Cola Company's Thirst for Analytics Guidance, Technical Problem Solving

*“We can’t be more pleased with the service. It is money well spent.”*

*Edmund Kuhlke, Global Web Technology Team, The Coca-Cola Company*

### CHALLENGE

Digital marketers and web developers from Houston to Hong Kong rely on The Coca-Cola Company's Global Web Technology team to help them measure and optimize the online presence of the world's largest soft drink and beverage company.

The five-member team, based in Atlanta, Ga., offers technical guidance and problem solving to the more than 500 employees who use Webtrends Analytics to track web site activity related to the company's 400+ brands in more than 200 countries.

The number of consumer applications in the company's hosting environment has grown dramatically in recent years, as have the sophistication and complexity of the consumer experiences. The high cost of producing this content has increased executive mandates for measuring marketing ROI, which has, in turn, increased the time and effort required to support the company's online analytics.

### SOLUTION

The Coca-Cola Company receives weekly Webtrends Enterprise Proactive Services (EPS) for the company's worldwide use of Webtrends Analytics. A Webtrends technical account manager (TAM) works on all the company's requests, providing the company a consistent resource who possesses historical knowledge of the account.

The TAM assists Kuhlke's team from Webtrends' main office in Portland, Ore., where he has direct access to product engineers and other experts, as well as the servers that store The Coca-Cola Company's complete web site data.

The TAM researches and remedies tough technical issues and how-to requests, often working directly with the web developers and analysts to streamline responses. In addition, he performs ongoing maintenance of The Coca-Cola Company's analytics infrastructure, including user profile updates.

“If we didn't have our TAM to answer those questions, it would be painful,” Kuhlke says. “He's our own support-guy god.”

### RESULTS

Initially, Kuhlke wasn't sure how much of a difference a single TAM could make, so he played it safe with a three-month services trial. Before the trial was over, he had extended the contract for a full year.

Specific benefits The Coca-Cola Company has realized include:

- **Value for money.** Webtrends TAMs possess an average of eight years of analytics consulting experience. The weekly TAM time costs a fraction of what it would to add a similarly experienced analytics expert to Kuhlke's team.
- **Better answers.** The TAM's access to complete data and expert resources produces more effective solutions than if The Coca-Cola Company were to hire someone internally.
- **Fast service.** The TAM usually always responds within an hour and resolves even the most complex issues within a day or two, Kuhlke said.