

# From Complexity to Clarity: Building a Connected Service-Platform

Döhler, a leading innovator in the food and beverage industry, set out to rethink global service processes. Through an HR pilot project and the implementation of SAP Enterprise Service Management (ESM), the company created an AI-powered platform that intelligently optimizes workflows, shortens response times, and provides a scalable foundation for future-oriented, best-in-class service delivery.



**Döhler GmbH**  
Darmstadt, Germany  
[www.doehler.com](http://www.doehler.com)

**Industry**  
Consumer Products

**Products and Services**  
Natural ingredients, ingredient systems, and integrated solutions for food and beverage

**Revenue**  
> € 3.5 Bn

**Employees**  
> 9.500

**Featured Solutions and Services**  
SAP Service Cloud V2, SAP SuccessFactors, SAP Cloud Platform Integration

## Challenges

- Managing a large number of employee requests slowed HR processes and challenged service efficiency
- Lack of integrated systems caused inconsistent service and complicated problem resolution
- Poor transparency restricted effective HR collaboration and made tracking requests difficult
- Delays and inefficiencies negatively affected employee satisfaction and highlighted need for improvement

## Solution

- Partnering with Solvia, Döhler delivered the first global deployment of SAP ESM, seamlessly integrating multiple SAP solutions
- The platform leverages AI capabilities, such as Email Draft Recommender, Case Summary and NLP Classification, to automate workflows and elevate service quality
- By consolidating HR communications into a unified omnichannel system, the solution demonstrates viability and scalability, and sets the stage for enterprise-wide adoption

## Outcome

- SAP deployment streamlined HR workflows and reduced IT complexity effectively enhancing operational efficiency
- Service delivery became faster and transparent, boosting employee engagement and satisfaction significantly
- Scalable model enabled plans to onboard six additional departments including Inside Sales and Customer Service
- The initiative strengthened Döhler's partnership with Solvia, who could prove expertise for managing complex, large-scale projects that drive business transformation