

News Release

December 7, 2020

To the press,

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan wins two awards (Gold and Bronze) at SSON Impact Awards Asia 2020

Coca-Cola Bottlers Japan (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan) is pleased to announce that its group company, Coca-Cola Bottlers Japan Business Services (hereafter “CCBJBS”), has been selected as the recipient of Gold Award in the Automation Impact category and Bronze Award in the Best Vendor Collaboration category at the SSON Impact Awards Asia 2020, hosted by the Shared Services & Outsourcing Network (SSON).



Gold Award (Automation Impact)



Bronze Award (Best Vendor Collaboration)

SSON Impact Awards is a globally renowned awards program for the shared services and outsourcing industry that annually recognizes shared services companies and their service delivery teams in Europe, North America, Australia and Asia for their outstanding achievements in various service categories.

SSON Impact Awards Asia 2020 consists of eight categories, which include Automation Impact that focuses on how strategic automation has benefited the shared services organizations along with the actual improvements that have been realized through automation, and Best Vendor Collaboration that weighs the level of success achieved by the shared services organizations in enhancing their business results through collaborative partnership with their vendors.

This year, CCBJBS has been certified as the winner of Gold Award and Bronze Award respectively in these two categories, in addition to receiving official recognition for its remarkable performance in three other categories, Best Shared Service Team, Change Management Impact, and Creative Talent Management Impact.

The key initiatives related to shared services that have been implemented by CCBJBS include:

- **Automation Impact: Promotion of automation**
 - Introduced the robotic process automation (RPA) to automate the processing of administrative

tasks that contributed to reducing more than 20,000 hours of manual workload per annum.

- By introducing technology that combines AI (artificial intelligence) and RPA to convert voice information into text, we have streamlined the handling of customer inquiries recorded at the telephone reception desk at night.
- Also developed in-house bots that are continuously trained as digital labor force (positioning them as employees) with an aim to promote the collaboration between humans and robots to further improve the operational efficiency, accuracy and service levels.

- **Best Vendor Collaboration: Initiatives with other companies**

- Working closely with vendors to expand the outsourcing tasks through a project specifically launched for this purpose in 2019, which is continuing to drive the collaborative process seamlessly through close communication with them.
- Built a robust working environment for the employees of the vendors to enable them to work from home during the “With COVID” period by providing them the PCs, VPN and other essential business tools for the purpose of treating them equally as the employees of Coca-Cola Bottlers Japan and ensuring their continuous engagement in the tasks outsourced to them even in the event of emergency to align with the company’s currently formulated business continuity plan (BCP).
- Succeeded in ensuring the smooth transition of outsourced tasks with disrupting the company’s ongoing business operations as a result of the collaborative efforts strengthened with the vendors.

Coca-Cola Bottlers Japan and its group companies are committed to work in earnest to fulfill their mission to “deliver happy moments to everyone while creating value” by continuing to promote the building of a highly motivating workplace environment where all the employees can individually exhibit their capabilities and potentials to the fullest and contribute their utmost to the improvement of productivity of the entire group.

*Please note that the information contained in news releases is current as of the date of release. Certain information may have changed since the date of release.