



Success Story

Service Transformation with AI: NovaTaste sets new standards

From manual ticket handling to AI-powered
service excellence



The starting point: Service under constant pressure

For many companies, this is an everyday reality: large numbers of customer enquiries reach service teams each day through a wide range of channels. They are unstructured, vary in the level of detail provided, and must be categorised and answered manually. This takes time, places a burden on employees and quickly leads to delays. At the same time, customer expectations are rising: they expect precise, consistent answers – and they expect them quickly.

NovaTaste faced the same challenge. As an international company specialising in taste innovation, NovaTaste supplies food manufacturers, butchers and food-service businesses with customised ingredients, spice blends, marinades and functional components. This involves a vast range of specialist departments and subject-matter experts in service processes – from research and development and quality assurance through to logistics.

The result was a high level of manual effort in ticket handling, complex coordination between departments and the risk of service quality suffering under the workload. NovaTaste decided not merely to manage the problem any longer, but to solve it fundamentally together with SYBIT – using artificial intelligence as the lever.



Use Case first

The project had several objectives:

1. **Immediate value** – through a specific AI use case delivering measurable efficiency gains.
2. **Future readiness** – through a robust architecture that integrates AI features at scale.
3. **Governance and compliance** – ensuring data quality, data security, transparency and legal compliance from the outset.

To achieve this, the project applied SYBIT's approach to AI integration. It considers six core dimensions:

- Processes & Use Cases
- Data + Systems
- Technology & Architecture
- Governance & Evolution
- Cost-Benefit & Sustainability
- Compliance & Legal

Based on these six dimensions, the principle Use Case first, Data second, Technology third was put into practice – ensuring that AI is not used for its own sake, but as a genuine lever for service improvement.

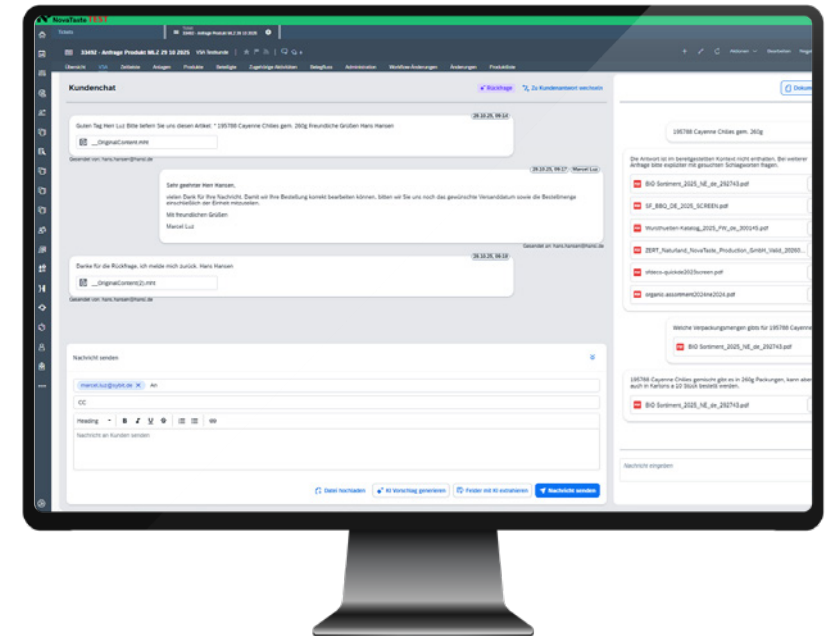
The solution: The AI-based service agent

This approach provided the foundation for a comprehensive AI-based service agent that supports the service team throughout the entire process. Its capabilities include:

- **Intelligent enquiry analysis:**
Subject lines, descriptions and key terms are identified and processed automatically.
- **Automatic categorisation:**
Tickets are classified into main categories and subcategories using AI.
- **Integration with SAP Service Cloud:**
Pre-classified enquiries are transferred automatically.
- **Response and resolution suggestions:**
Relevant fields are completed automatically and suitable responses are suggested.
- **Document chat:**
Employees can search NovaTaste's knowledge documents directly.
- **Micro-frontend portal solution:**
For departments without direct access to SAP Service Cloud, an intuitive user interface was developed.

Central work centre with chat interface

A key highlight is the central work centre with chat interface: users have access to AI-powered suggestions, data research, document search and cross-channel communication.



Example view of the work centre

All data is synchronised in real time. This prevents information loss and brings internal communication together in one central place. Customer Service therefore has access to all relevant information at all times, enabling fast, precise and customer-focused responses.

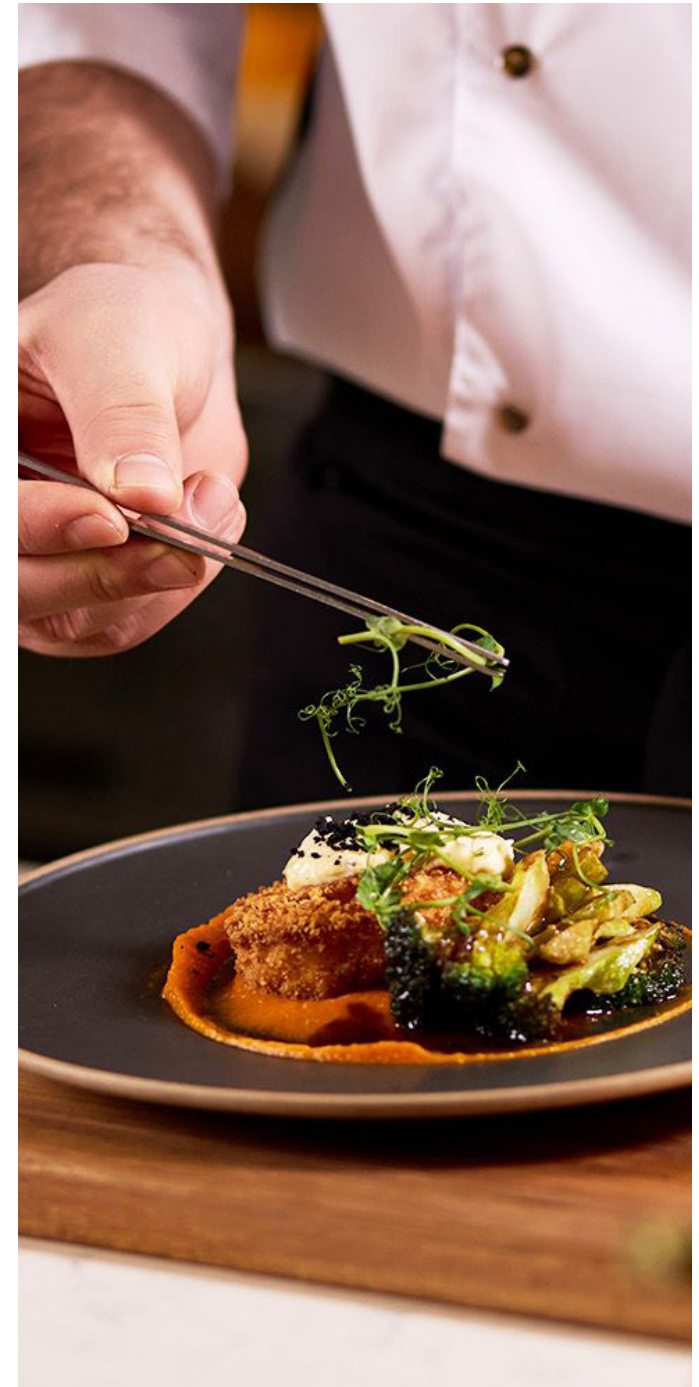
The results – value across every dimension

The benefits achieved can be measured across six dimensions:

Dimension	Outcome / Value
Efficiency & Productivity	Fewer manual tasks, faster ticket handling and reduced workload for the service team
Quality & Customer Experience	Consistent, traceable responses across all channels, with fewer errors
Flexibility & Scalability	Architecture prepared for additional AI functions, autonomous agents and ERP integration
Governance & Monitoring	Defined roles, model monitoring and clear guidelines for further development
Compliance & Legal	GDPR / EU AI regulation taken into account, with transparency and traceability built in
Data + Systems	Robust data pipelines, consistent and auditable data flows across SAP and other systems, providing a foundation for trust and adoption
Economic Viability & Sustainability	Operational efficiency gains today, combined with a foundation for a long-term AI strategy

Roman Erlacher, Global Data & AI Strategy Manager at NovaTaste, sums it up:

„You simply have to get started rather than wait. With SYBIT’s structured AI approach – covering data, tech-stack selection, processes and an initial AI use case – we have not only created greater efficiency together, but also laid the foundation for a future-proof, intelligent AI strategy.“



The technological and process foundation for the future

Behind the scenes is a modern, scalable architecture based on SAP Service Cloud and SAP Business Technology Platform (SAP BTP), together with orchestrated AI models and RAG-based processes (Retrieval-Augmented Generation) built on a vector database. These provide company-specific, compliance-compliant response suggestions, internal knowledge bases and a wide range of intelligent additional functions. As a result, the solution delivers value in the short term while remaining extensible for the long term. In parallel, all relevant processes, interfaces and data flows were defined and harmonised to ensure seamless integration into existing system landscapes. This deep level of integration enables a degree of optimisation that standard solutions available on the market cannot achieve.

The next step is to integrate Databricks as the data-processing layer. This brings largely autonomous handling of service processes within reach – including direct integration with ERP systems.

Herbert Frohner, Global CIO at NovaTaste, summarises:

„Artificial intelligence is key to modern service – and SYBIT has helped us apply it in a practical and sustainable way. Thanks to its structured approach based on the principle ‘Use Case first, Data second, Technology third’, we have been able to transform our processes and create tangible value for both customers and employees.“

AI: A robust foundation for the future of service

Together with SYBIT, NovaTaste has made the transition from manual ticket handling to AI-powered service excellence. The result: immediate efficiency gains combined with a scalable foundation that integrates data, compliance, systems and governance.

For service leaders, this means AI can do more than help eliminate today's bottlenecks. It can become a robust foundation for strategically rethinking service.



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