



## **Toffin: Driving improved customer and employee experience with AI-ready infrastructure from Google Cloud**

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### **GOOGLE CLOUD RESULTS**

- ✓ Improved employee decision-making and 20-30% jump in productivity, with real-time business information provided through mobile app
- ✓ Enhanced customer experience, satisfaction, and loyalty with real-time access to their data, and rising adoption of ordering through mobile app
- ✓ Leveraged ERP system data using the cloud to power mobile apps
- ✓ Expanded the number of databases from two to 15, running in a highly scalable environment

- ✓ Added cloud to a Google ecosystem that manages collaboration, promotion, and other business-critical tasks, establishing a robust foundation for AI and future implementation of chatbot functions for FAQs

**With Google Cloud, Toffin implemented an AI-ready platform that powers mobile apps, which improved employee productivity by 20-30% and enhanced customer experience and loyalty.**



## **The new way to enhance customer experience**

[Toffin](#), a Jakarta-headquartered business that supplies solutions including equipment and ingredients to hotels, restaurants, and cafes throughout Indonesia, needed to leverage its ERP system data to improve employee productivity and customer experiences. The business also needed more scalable, reliable, and agile infrastructure to enable databases to grow from two to 15, and to cost-effectively support fluctuations in demand with usage-based charging. Toffin also needed a technology provider that could support the potential infusion of AI into its business processes, collaboration, and services. With Toffin having used Google Workspace for over a decade, the business's technology leaders viewed turning to Google Cloud for AI-ready infrastructure and services as an obvious step.

**“We are leveraging our ERP data through Google Cloud to deliver mobile app projects that drive improvements in employee and customer experience, and are experimenting with Gemini to infuse AI into our business.”**

Stephanie Wibisono



## Why Google Cloud?

A large population, rising middle-class incomes, and an increasing interest in both dining out as well as cafe culture are driving growth in Indonesia's F&B sector. To support rapidly changing tastes and trends, F&B businesses must constantly adapt products and marketing strategies. However, only those organizations capable of anticipating shifts can gain a competitive edge.

Toffin wanted to make critical business data available to employees in real-time and give customers immediate access to order history, account engagement, and support ticket data. With [Google Cloud](#), the business has seamlessly integrated data from its ERP system into mobile apps for employees and customers. As a result, the business has improved employee decision-making and productivity, and enhanced customer experience, satisfaction, and loyalty.

With Google Cloud providing the scalability, reliability, and agility to support workloads, such as a business-critical ERP system and 15 databases, Toffin is building a Google ecosystem designed to turbocharge its business. The organization uses [Google Workspace](#) to manage corporate emails and collaboration, [Google Ads](#) to promote its products and services, and [Google Merchant](#) to add and market its products across Google properties, including Search and YouTube. Toffin is now exploring the rich potential of Gemini to operate as an AI assistant in use cases across Google Cloud and

Google Workspace to accelerate tasks, minimize error, and enhance productivity.



Founded in 2007, **Toffin** started with a small idea to dream high. Toffin is now growing rapidly in the coffee market. In the beginning, it focused on the supply business chain of professional gourmet beverages that it currently supplies to more than 4,000 customers of hotels, restaurants, and cafés across Indonesia. It is the sole agent and distributor of some of the world's best manufacturers of equipment and ingredients.

**Industry:** Retail & Consumer

**Location:** Indonesia

**Products:** [Google Workspace](#), [Google Docs](#), [Google Forms](#), [Google Calendar](#), [Google Ads](#), [Google Merchant](#)

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