

Coca-Cola digital delivery centre planned for Johannesburg

South Africa is set to be home to Coca-Cola's next digital delivery hub, as the beverage company continues to invest in the digital transformation of its global digital network.



Source: © bagwold - [123RF](#)

Last month, Dublin entered the mix of strategically located hubs, and the [announcement indicated](#) another was in the works.

Johannesburg has now been confirmed as the seventh digital delivery centre location. Like other service centres, the Johannesburg centre will focus on using digital insights, business intelligence, analytics and smart digital marketing to enhance the customer and consumer experience.

Dublin's digital hub will play a supporting role in Africa's maturation process until the Johannesburg centre is equipped to take on the local challenges and unique offerings that ultimately yield innovative, scalable solutions, said Coca-Cola in a press statement.



TFG plans tech hiring spree after sliding to a loss

11 Jun 2021



Recruitment

The initial recruiting focus resides in the data and analytics front, followed by software engineers and developers to fortify the talent landscape.

According to the beverage company, "each delivery centre offers exciting opportunities to learn, grow and contribute to Coca-Cola's journey to be a cutting-edge technology leader". Africa, it said, brings another dimension to the tech scene and complements the global initiative.

"We are looking for people who want to be part of building something – creating a strong community from the ground up," said Sue Liderth, vice president, regional delivery for Europe, Middle East, and Africa regions. "That kind of experience instills a lot of pride – not only in one's work, but also for the company and the communities in which we work, live, and serve."

For more, visit: <https://www.bizcommunity.com>