

Revo SM Success Story

Fever-Tree – Xurrent integration

“Revo is the bridge between Xurrent and us – offering the right challenge at the right time to drive the value we’re aiming for”

FEVER-TREE

MIX with  the BEST



Introducing Fever-Tree

Fever-Tree is the world's leading supplier of premium carbonated mixers. Since its launch in 2003, the company has redefined the tonic water category and become the go-to mixer brand for discerning consumers worldwide. Today, Fever-Tree products are sold in more than 80 countries and the business employs 250+ people across the UK, US, Australia and Germany.

Background to the project

As part of a company-wide digital transformation program, Fever-Tree identified an opportunity to improve how internal service requests were captured, shared and managed across the organisation. With various tools and channels already in use, the business set out to bring all service request activity together into a single, unified system.

"Engaging Revo was fantastic. Simon's open-minded approach combined with the technical expertise he's acquired over the years makes a really great combination for a successful implementation team."

Daniel Tavener-Smith
Head of Technology, Fever-Tree

With teams growing internationally and collaboration becoming increasingly cross-functional, the ambition was to create a unified, scalable service management model that would enable teams to collaborate more effectively and gain real-time visibility into operational performance. This led Fever-Tree to select Xurrent as its platform, with Revo appointed as the implementation partner.



Implementing the solution

From the outset, the ambition for Xurrent extended far beyond a traditional ITSM deployment. The company set out to build a unified platform capable of supporting multiple teams including IT, finance, customer service logistics and data. This need for scalability led Fever-Tree to the Xurrent platform, with Revo appointed as implementation partner.

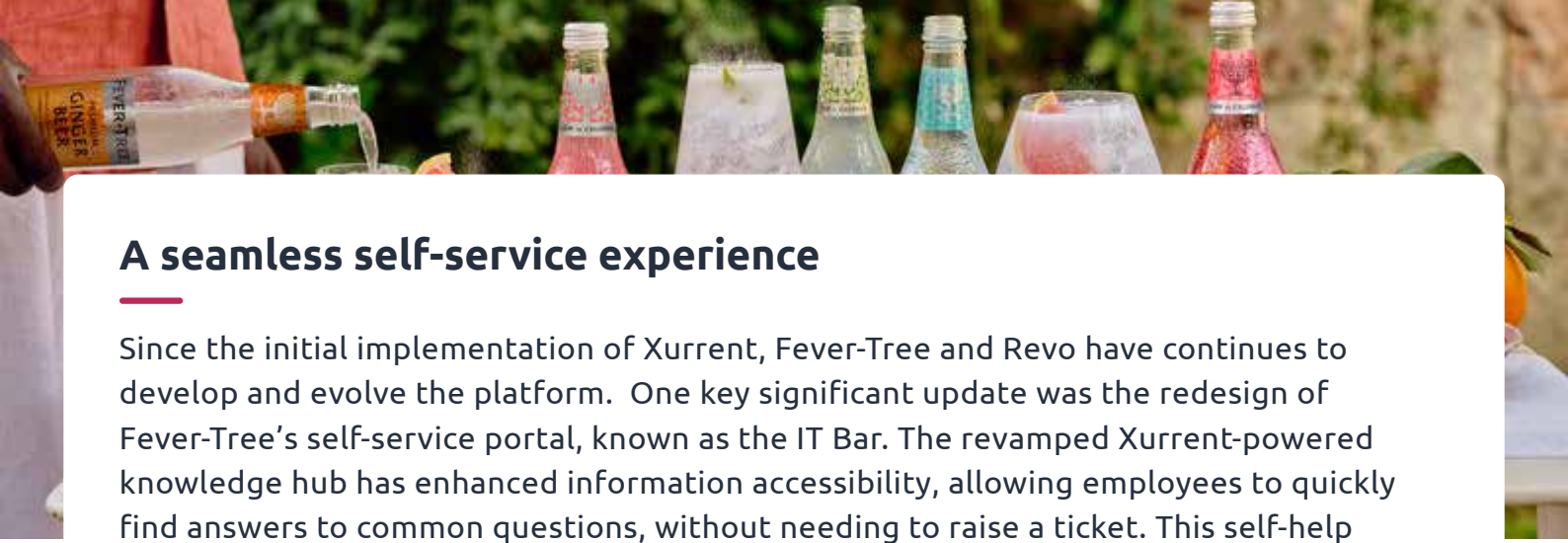
Early workshops designed and delivered by Revo played a crucial role in aligning Xurrent with Fever-Tree's unique operational needs. These sessions combined ITIL best practices with real-world challenges, helping to design triage flows, SLAs, dashboards and knowledge repositories tailored to the organisation. The process was collaborative, with Revo supporting stakeholders to challenge existing assumptions and adapt workflows accordingly. This ensured the system was built to support and optimise Fever-Tree's specific workflows, service expectations and ways of working.

Xurrent makes managing supplier queries simple and transparent. It's easy to customise and roll out new services, and the UI is intuitive. I've been able to quickly learn the platform and build processes like supplier onboarding without complexity. Moving AP processes onto Xurrent is straightforward, which saves time and improves consistency.

Callum Cox
AP Manager, Fever-Tree

"Revo is the bridge between Xurrent and us – offering the right challenge at the right time to drive the value we're aiming for. They understood Fever-Tree. We're a charismatic, entrepreneurial organisation and Revo got that from the first workshop."

Daniel Tavener-Smith
Head of Technology, Fever-Tree



A seamless self-service experience

Since the initial implementation of Xurrent, Fever-Tree and Revo have continued to develop and evolve the platform. One key significant update was the redesign of Fever-Tree's self-service portal, known as the IT Bar. The revamped Xurrent-powered knowledge hub has enhanced information accessibility, allowing employees to quickly find answers to common questions, without needing to raise a ticket. This self-help facility reduces pressure on support teams, speeds up problem resolution and supports information sharing across the organisation.

"The real value for us was breaking down the silos and enabling that free-flowing communication across teams."

Daniel Tavener-Smith

Head of Technology, Fever-Tree

The refreshed IT Bar was also crafted to specifically to deliver an experience that is intuitive, approachable and closely aligned with the brand's warm, personable identity. So, while behind the scenes, automation and AI streamline processes, the interaction with employees still feels human, approachable and consistent with Fever-Tree's values.

"Our self-service IT Bar aligns with our brand – warm, friendly, not cold or mechanical. Even with automated responses, you still feel like you're dealing with someone. That relationship is important to Fever-Tree."

Daniel Tavener-Smith

Head of Technology, Fever-Tree

Real-time reporting

With Xurrent, reporting is now optimised. Real-time dashboards and analytics provide instant visibility into request volumes, resolution times, SLA trends and recurring issues. This proactive, data-driven insight has empowered both operational teams and leadership to make more informed decisions, faster.

"The platform helps us track and triage requests across teams – customer service, logistics, quality, finance – and complete them on time with clear SLAs."

Daniel Tavener-Smith

Head of Technology, Fever-Tree



Enterprise-wide and evolving

While the Xurrent implementation began as a service management initiative, it is evolving to offer wider enterprise-wide benefits that will support the company's global growth for years to come. Following the success of the initial rollouts, Fever-Tree is now expanding Xurrent into more business-critical areas. Priorities include:

- Automating the joiner mover leaver (JML) process
- Deepening AI-driven categorisation and summary capabilities
- Integrating with more third-party systems to build an increasingly connected digital ecosystem

As Fever-Tree embarks on these developments they do so with the continued support and guidance of their Revo advisors. Whether it's ongoing optimisation support, release management or more complex integrations and roadmap planning, they can count on the support of the team.

"Revo's expertise in the field is second to none. Simon has built a fantastic team who share his passion, and they're incredibly easy to work with. You're not dealing with call queues or faceless account managers who change every few months – it feels personal, consistent, almost like working with a family."

Daniel Tavener-Smith
Head of Technology, Fever-Tree



Highlights from this success story:

Unified service management

Bringing all service request activity together into a single, scalable system.

Centralised knowledge

Breaking down silos and enabling free-flowing communication and shared responsibilities across teams.

Optimised workflows

Designed to support and reflect Fever-Tree's fast-moving, entrepreneurial culture.

ITIL-aligned

Ensuring the system is robust, efficient and built for real-world operational challenges.

Self-service IT bar

Offering an intuitive, human-centred interface while automation and AI work in the background.

Instant insight

Tracking everything from ticket volumes and SLA performance to recurring issues and operational trends.

Seamless scalability

Designed to expand to support multiple departments including IT, customer service, logistics and data teams.

Continuous optimisation

Including updates and roadmap planning to continually align Xurrent with Fever-Tree's needs.

ESM capabilities

Future expansion to include automating JML processes and integration with more third-party systems.

For more information, explore our Xurrent service management services