Apexon

SUCCESS STORY **HEALTHCARE**

MEDICAL & DENTAL SUPPLIER MODERNIZES ITS COMMERCE EXPERIENCE

Apexon helps client transition 300,000+ product offerings from complex legacy systems



This healthcare supply and services company is powered by a global network of 22,000 employees and technology.

The company helps more than one million office-based dental and medical practitioners improve operational success and patient outcomes with high quality business, clinical, technology, and supply chain solutions. The company also supports dental laboratories, government and institutional health care clinics, and alternate care sites.

Its website represents a critical interaction point with its customers. As such, it was important for the company to continue to enhance its functionality to keep up with changing supply and demand patterns in the marketplace. To help ensure it maintained a world-class web presence that met current and future requirements, it turned to Apexon.

Over $10 billion in global revenues

Offering more than 300,000 different products

Serving more than one million customers

THE RESULTS

KEY OUTCOMES

INCREASED BRAND RECALL & PRODUCT UPSELL

ABILITY TO DELIVER MORE PERSONALIZED OFFERINGS VIA ITS WEBSITE

SELECTIVE CATALOGUE ACCESS FOR SPECIFIC CUSTOMERS FOR ADDITIONAL PERSONALIZATION & UPSELLING

THE CHALLENGE

OVERCOMING COMPLEXITY & FUNCTIONALITY GAPS OF LEGACY SYSTEMS

The client's existing web portal was based on a legacy system of Microsoft Commerce Server 2009. Multiple ERPs were sourced from one site, making it inherently complex to apply any divisional process changes. In addition, there was a growing lack of knowledge in the organization about the legacy systems as IT employees involved with the original implementation either retired or moved on to other opportunities inside or outside the company.

Working with the existing legacy system presented a number of challenges for the company's IT team:

The system was designed with a hierarchical company model requiring selective execution and multiple iterations for every division of the company. This delayed implementation of any required changes

Web pages were not SEO-optimized when it came to products and categories. This was especially problematic given the breadth of product offerings

Simultaneous projects and maintenance work created a disrupted process flow across the system

Bulk orders on specific products were causing frequent out-of-stocks for regular customers

Catalogue access needed to be restricted to certain users

Communication gaps between the departments and resolution providers prevented holistic changes for improvement

THE SOLUTION

A MODERN COMMERCE EXPERIENCE TO OPTIMIZE THE CUSTOMER JOURNEY

Apexon implemented a multi-touchpoint solution that catered to the "new normal" for this client and its customers.

Some of the key elements included:

Integrations with the third-party providers along with profile and catalogue controls for simpler site and product management

User tracking enabled on all devices to provide a better understanding of customer journeys

Rich "Relevance Recommendations" and "Find" for personalised product suggestions

An MCS that pushes the internal marketing ads onto their website

Comment approval flow in the existing multilevel client orders

Extension of filter and sorting capabilities for the invoice and payments module

Restriction of bulk ordering of essentials like masks and sanitizers by new accounts

Rationing logic to define limits in the case of specific products

Real-time shipment tracking of orders using Narvar

SEO-friendly URLs for product and category pages

Organization level, view-only catalogue access for some users

Performance optimization in the critical areas of order details, product listing and checkout

OUTCOMES

The client enhanced brand recall and advocacy that in turn helped with product upsell and personalization. Key benefits include:

The application of personalized purchase and movement history on the website

Effective supply and demand management of essential products

Selective access to new catalogues meant for specific customers

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FEELING SOCIAL?