



Global MedTech company

Launch of experience-driven transactional B2B customer portal based on Adobe AEM and SAP Commerce Cloud

Issue

- Our clients' customers – HCPs and hospitals – asked for the ability to transact how, when and where they wanted.
- Additionally, they weren't able to access their account to check their negotiated prices, browse the catalog or look at the status of their invoices. Ordering our clients' products was time consuming, manual and error prone.

Solution

- Our client decided to embark on a journey to offer its customer a best in class online portal, where customers were able to transact, review account information, access product related content, and submit customer service requests.
- Supported by Deloitte, our client launched the self-service and eCommerce portal leveraging a best in-class solution using Adobe Experience Manager, Adobe Analytics, Adobe Target, SAP Commerce Cloud and Ping Identity.
- Following an MVP agile-approach, the release of the portal went live in June 2023, offering catalog browse and search, customer specific pricing, online ordering, credit card payments, web content management, product recommendations, and account management capabilities.

Impact

- The new portal allows customers to place an order in minutes as opposed to hours. The orders flow immediately into the client's order management system and customers get quick and accurate information on when their order will be delivered. The volume of calls related to order placements into the customer service team have been reduced allowing the reps to focus on added value activities and solving real customer issues.
- As one key customer said: "I like the Reorder link since I usually purchase the same couple of items. I like that I see my contract price in the Cart. This is much better than I anticipated!"