

USER DELIGHT DELIVERED THROUGH AN INTEGRATED B2B E-COMMERCE MARKETPLACE

DEVELOPED FOR A HEALTHCARE SUPPLY CHAIN AND LOGISTICS PROVIDER IN THE MIDDLE EAST

Bosch developed and implemented a completely customized, comprehensive and integrated B2B marketplace on the SAP Hybris Commerce. The intuitively designed e-commerce platform delivered measured end-user delight through an efficient data transparency approach along with an effortless order management process.

Customer Problem

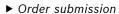


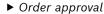
Information asymmetry between key stakeholders

► Suppliers and Customers (Government Hospitals)

The Solution

A single flexible marketplace platform that could accommodate complex business needs-





► Order fulfillment





Complicated ordering process

► Absence of interaction between suppliers and customers

Real-time notifications through 2 middleware handling 14 interfaces with SMS and e-mail integration



Muti-browser, device-responsive and multilingual website





Inventory wastage

► Expiry of medicines due to demand-supply gaps



Long delivery period (3-4 months)

► Multiple offline applications for operations processes

Drastically reduced process time through a fully customized digital back-office processes with workflows, reports and user-friendly dashboards



THE RESULTS



Intuitive and user-friendly UI and UX front-end systems



^Customer delight CX via proactive communication (availability, reports and transparent & fixed pricing)



10%
Reduction in

carried inventory



25%
Reduction in

Reduction in delivery time

Contact us



Website Link