

ZenSár



CASE STUDY

How did Zensar bring about the visible transformation?

Zensar was able to streamline online order through digital portal. We increased 100% accuracy in the orders that were placed online. Product returns were handled in a more efficient manner. Call center traffic has been reduced due to automatic status updates and inventory updates. Report generation for partners helped them analyze their sales and pre-order products with ease.

Company:

The company provides solutions to pharmaceutical industry. It distributes biopharmaceuticals, plasma products and vaccines to hospitals, research organization and medical supply distributors.

Headquarters:

Temecula, California, United States

Challenges

- The task of designing and building the Agent Portal Digital Commerce solution presented several significant challenges:
- User Experience to keep design simple while providing high-quality and seamless customer experience
- Errors in manual order processing which resulted in over-shipment, added to manual efforts of human associates during the peak period thus contributing to additional expenditure
- Increasing the performance of the portal using on-premises hosting
- Tight delivery schedules and multi-site hosting platform
- Integration with ERP system M3.
- Migration of M3 ERP to SAP ERP and integration of all end point APIs with SAP again

Solution

- Portal development and multiple Digital Commerce sites hosted on same Magento Enterprise platform
- Omnichannel implementation - Integrated with M3 for inventory and fulfillment and later with SAP
- Exceptional user experience to ensure end-user adoption
- Magento solution customized to provide performance benefits
- Data exchange process has been improved with the ERP

Top Benefits Achieved

