AEACGi

COMPLEX LOGISTICS IN LIFE SCIENCES

Approx read time: 2 min.

Client

A world leading distributor (Germany) of specialized laboratory equipment and reagents for the life science research community.

Industry Challenge

Our client relied on a traditional B2B ecommerce platform that offered a generic user experience and limited functionality. This resulted in several challenges:
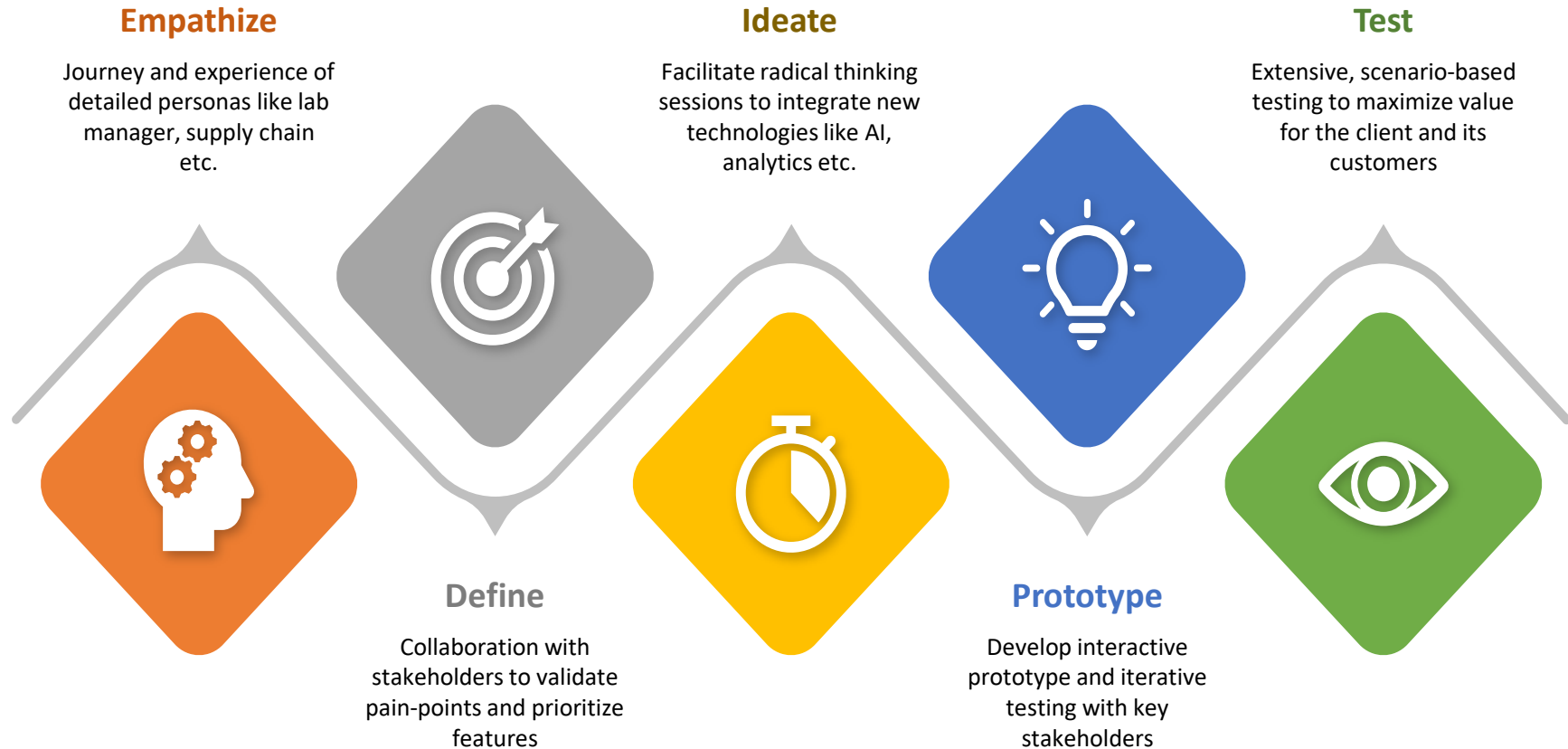
1. **Inefficient Ordering Process**: The complex ordering process led to frequent errors and delays, frustrating customers and impacting sales.

2. **Limited Search and Filtering Options**: Customers struggled to find the specific products they needed due to limited search and filtering functionalities.

3. **Lack of Personalization**: The platform offered a one-size-fits-all experience, failing to cater to the diverse needs of different research labs.

Solution

Our B2B ecommerce experts partnered with the client to implement a customized platform with the following features:

1. **Streamline Ordering System**: Design a user-friendly interface with an intuitive ordering process, minimizing errors and streamlining transactions.

2. **Advance Search and Filtering**: Integrate advanced search and filtering options based on product characteristics and research areas, allowing customers to quickly find the precise tools they need.

3. **Personalized Recommendations:** The platform leverages purchase history and user behavior to recommend relevant products and lab supplies, enhancing the customer experience and driving sales.

4. **Self-Service Options:** We incorporated self-service features like account management, order tracking, and downloadable invoices, empowering customers with greater control over their purchases.

Design Thinking

Empathize

Journey and experience of detailed personas like lab manager, supply chain etc.

Define

Collaboration with stakeholders to validate pain-points and prioritize features

Ideate

Facilitate radical thinking sessions to integrate new technologies like AI, analytics etc.

Prototype

Develop interactive prototype and iterative testing with key stakeholders

Test

Extensive, scenario-based testing to maximize value for the client and its customers

Transformative Impact

The new B2B ecommerce platform significantly improved online sales and customer satisfaction:

1. **Increased Order Efficiency:** The streamlined ordering process resulted in a significant reduction in errors and faster order processing times.

2. **Enhanced Customer Satisfaction:** Customers praised the intuitive interface, personalized recommendations, and self-service functionalities, leading to higher satisfaction scores.

3. **Boosted Sales Conversion Rates:** The improved user experience and personalized recommendations led to a noticeable increase in sales conversion rates.

4. **Strengthened Customer Loyalty:** The overall improved B2B ecommerce experience fostered stronger customer relationships and brand loyalty.

How can we help in constant innovation?