



zensar

Transforming Legacy Systems to Improve User Experience and Security for a Global Advanced Diagnostics Company

▀ Case Study

An  **RPG** Company



Overview

Redesigning a B2B e-commerce platform

A research-based global leader in clinical diagnostics undertook a transformation journey to resolve its e-commerce and develop a robust online business platform. The client redesigned its e-commerce application with our assistance for better user experience, responsiveness, catalog management, efficiency, and security.



Challenges

Outdated systems leading to complexities

The client's increasing demand for B2B online business required a scalable, up-to-the-industry-standard platform to compete with better e-commerce platforms. The life sciences and diagnostics company faced numerous challenges, including a non-responsive UI, an old and complex catalog management system, data privacy concerns, highly demanding device software upgrades, and code-sensitive cookie management. There was also an immediate need for the standardization and optimization of business processes around the globe.



Solution

Upgraded platform for improved performance and satisfaction

Zensar devised a strategy to redesign the entire e-commerce application using technologies such as InterShop (streamlining e-commerce processes), Sitecore

(content management and user experience), Amazon Cloud (subscription of technical manuals), and PIM (replacing old catalog management tool). We put the strategy in motion to develop a responsive and progressive UI for a better user experience and capture user feedback for continuous improvement.



Impact

Improved efficiency, customer satisfaction, and value-added features

- Serviced over **two million** orders per year
- **15 percent** improvement in CSAT
- **10 percent** improvement in user consistency
- Improved scalability to capture over **127** countries' requirements in one single platform
- **20 percent** improvement in time-to-market
- Improved catalog management application helping sales and marketing organize products better
- Several value-added features such as
 - Download shipment
 - Pricelists
 - Consumption reports



At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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