

Life Technologies implements an eCommerce solution to improve customer satisfaction and reduce total cost of ownership



Overview

Country/ Region: Across geographies
Industry: Life Sciences

Customer Profile

Life Technologies is a global biotechnology tools company dedicated to improving the human condition.

Business Situation

Life Technologies wanted to replace the existing eCommerce website to enhance customer experience and satisfaction so as to drive revenue growth and improve efficiencies.

The Solution

Infosys successfully helped deliver a comprehensive eCommerce solution based on the Comergent platform (now Sterling Commerce Multi-Channel, Selling). This ensured scalability and provided best-of-breed features to customers.

The Benefit

The new eCommerce solution can enhance customer satisfaction and experience by providing effective merchandizing channels, improving the purchase process and introducing customer self-service features.

Business Context

Life Technologies (NASDAQ: LIFE) is a global biotechnology tools company that provides products and services to scientists engaged in biological research, drug discovery and development, and the commercial production of bio-molecules. With a presence in more than a 100 countries, Life Technologies was formed with the merger of Invitrogen Corporation and Applied Biosystems Inc.

The company had historical sales of \$3 billion in 2008, employing 9,500 people, and possessing a rapidly growing intellectual property estate of over 3,600 patents and exclusive licenses that accelerate research. The company enjoys industry-recognized leadership as their customers have consistently ranked their website, innovative products, brands, and sales and service teams as No. 1 in Life Sciences.

The company partnered with Infosys to successfully deliver a comprehensive eCommerce solution based on the Comergent (now Sterling Commerce Multi-Channel Selling Suite) platform to replace their legacy eCommerce infrastructure.

The new eCommerce solution, implemented on best-of-breed eCommerce practices, incorporates the Voice of the Customer process to enhance customer experience and satisfaction. This was done by providing an effective merchandizing channel and an improved buying process. The solution also realizes cost savings by reducing call center costs through the introduction of customer self-service features.

Situation

Life Technologies realised that the key to driving growth was responding to the Voice of the Customer for the development of an agile, scalable and adaptable system.

The principal business objectives were:

Find

- Ensure ease in finding the best product required by the customer
- Offer a simpler way for customers to find the correct configuration for more complex Life Science products

Decide

- Provide appropriate content for customers to make instant decisions
- Offer all relevant pricing information - including shipping and handling - upfront to help customers understand and decide easily

Buy

- Simple, easy and interactive buying process
- Up-sell and cross-sell options
- Exceed customer expectations by shipping the order product on time
- Convert phone, fax and email orders and provide a seamless buying experience across channels

Customer Self-Service

- Provide the customer the ability to look up transaction history and track status
- Enable a channel to share customer experiences
- Reduce call and fax order volume for support

Standardized and Scalable Platform

- Provide best-of-breed eCommerce features
- Enable faster time to market
- Provide ability to scale for projected growth

Infosys' Approach

Life Technologies engaged Infosys for an end-to-end e-Commerce solution implementation. The program encompassed a 4-D implementation methodology process consisting of Discover, Design, Develop and Deploy.

The key activities in the 4 phases were:

- **Discover**
Requirement analysis, fit gap analysis and business process re-engineering
- **Design**
Functional design, technical design
- **Develop**
Build, configuration and unit tests
- **Deploy**
System and integration testing, deployment, cut over, and support



Solution Overview

Infosys collaborated with Life Technologies to implement the Sterling Multi-Channel Selling-based eCommerce solution to provide best-of-breed features to customers and the ability to scale quickly.

Key Solution Highlights:

Usability

- The customer gets easy access to information to make purchasing decisions, e.g., product categorization knowledge
- Provides enhanced shopping cart features and streamlined checkout, e.g. a roll-down mini shopping cart

Segregate, Control and Target

- Segregates customer profiles and captures key gate-keeper information - Partner Management
- Offers targeted pricing, messaging and controlled ordering based on customer segmentation - Entitlements and Pricing

Guided Selling

- Helps customers choose the right product by providing the ability to configure complex bio-tech products like DNA, RNA etc.
- Enhances the ability to maintain and change business rules (instead of code) to accommodate product release changes

Customer Self-Service

- Supports 'Track my Order' queries through order/ shipping status tracking
- Provides more accurate availability and expected customer delivery dates

Multi- Channel Support

- Maintains multiple sales channels - web, call centre and B2B procurement market places such as Ariba, SciQuest etc.

Business Benefits

The Infosys solution helps Life Technologies enjoy the following benefits:

Sustain Industry-recognized Leadership

- The best-of-breed features of the eCommerce solution will help Life Technologies sustain its leadership position in the Life Sciences domain. It also provides a point of leverage for future enhancements

Enhanced Customer Experience

- Puts in place an easy, intuitive and efficient purchase process leading to increased order conversion rate
- Provides higher Average Order Value (AOV) through effective merchandizing across sales channels
- Ensures better guidance to choose and customize the right product
- Offers real-time product availability information
- Provides customer-specific pricing
- Allows accurate and effective tracking of customer orders
- Enhances user experience based on customer behavioural pattern analysis through improved web analytics

Higher Transactional Profitability

- Improves operational efficiency and lowers customer support cost with enhanced customer self-service features
- Lowers Total Cost of Ownership (TCO) by consolidating multiple channels on the same technology stack
- Enables faster time to market owing to configurable rules for complex Life Sciences products

Platform to Build Customer Loyalty

- Offers superior profile management and personalization features
- Enhances customer relationships with loyalty marketing programs

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