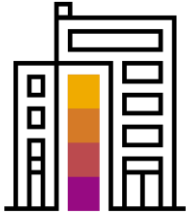




SAP® Innovation Awards 2020 Entry Pitch Deck

Combining Experience and Operational Insights to Exceed Customers' Expectations
Sigma Healthcare



Company Information

Headquarters	Rowville, VIC, Australia
Industry	Pharmaceutical Wholesaler
Web site	https://sigmahealthcare.com.au/

Sigma is a leading Australian full line wholesale and distribution business to pharmacy.

In addition, Sigma has the largest pharmacy-led network in Australia, with over 1,200 branded and independent pharmacies in our network, including some of Australia's best known pharmacy retail brands in Amcal, Guardian, Chemist King, Discount Drug Stores and PharmaSave.

Combining Experience and Operational Insights to Exceed Customers' Expectations



Sigma Healthcare



Qualtrics gives us a great insight in what our customers want. Our NPS score jumped by over 40 points by delivering what our customers want, rather than what we think they want.

We can take our easy to understand Qualtrics dashboards across the business and see if we are doing the right thing.

Challenge

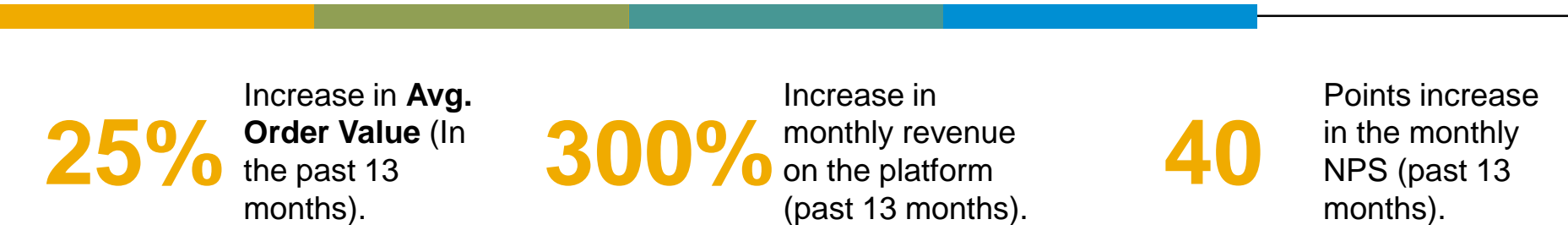
There was a lot of resistance moving customers to the new SAP Commerce platform. In order for customers to adopt the new platform and reap the benefits it brings for customers and Sigma, we needed to understand what customer thinks so we can act to address these concerns.

Solution

Qualtrics was implemented in August 2018. Combining O-Data from SAP Commerce with X-Data from Qualtrics surveys, we were able to analyse experience gaps and mitigate for individual customers, as well as for all customers in the form of enhancements to the commerce platform.

Outcome

It gave us a much deeper understanding of how we can best facilitate the ordering and self-service process for pharmacies. It also inspired us to look for more innovations that will enhance customer experience and can generate savings or extra revenue (e.g. quick order mobile app, and replacing manual processes with portal features.)





Participating Partner Information

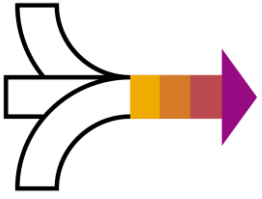


Accenture Interactive

SAP Commerce implementation partner & Managing Qualtrics for the SAP Commerce Platform



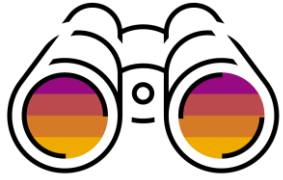
Qualtrics has changed the relationship between Sigma and its customers. Customers are happy that they are heard and their needs are met. Sigma benefits by increased loyalty and revenue through the platform that comes from acting on the feedback.



Business Challenges and Objectives

- Our biggest challenge was with our customers resistance to change. Although the legacy system lacked many features and was not always able to show accurate information, users still loved it as they were used to working with it. The new eCommerce did not have to be just better, it had to be much better.
- We were also struggling to utilize the data we already had effectively. Over time, we got better at combining X and O data to make decisions based on customer perception, customer behavior and value for Sigma based on proof, rather than what we think the truth is.

- Pharmaceutical wholesale business has couple big companies in Australia. We knew we weren't always able to win on price. That is why we wanted to find a way to improve the service we offer to our customers. Part of this is by providing them a superior experience.



Project or Use Case Details

On our SAP Commerce platform, we have two surveys running. One passive survey allows users to give quick feedback or report issues. Once a month, users will see an active survey on the order confirmation with an extensive customer experience survey. From SAP Commerce we push profile and behavior information.



Benefits and Outcomes

Business or Social

- It improved the relationship between Sigma and its customers as customers feel we are listening to their feedback.
- The adoption of the online portal has gone far past the revenue of the legacy platform.

IT

We are continuously have to think of innovative idea's that push beyond the boundaries of what is possible with our current IT systems to satisfy the user.

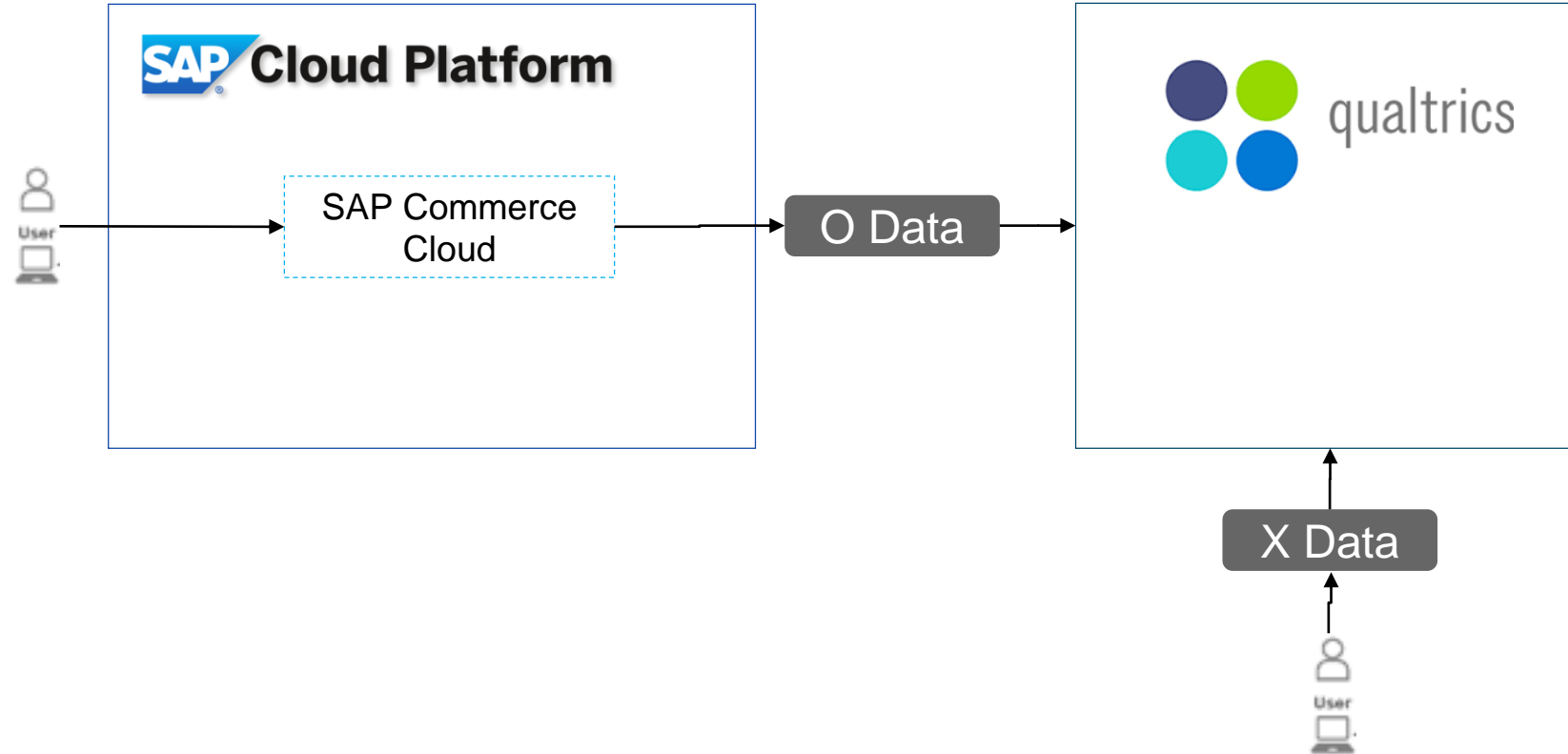
This accelerates the digital transformation of Sigma.

Human Empowerment

It gave much more power to make decisions on data rather then opinion.



Architecture





Deployment



Deployment status Live

Date August 2018 Number of users

SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Commerce Cloud	Live	Implementation partner, ongoing enhancements, maintenance work
2	Qualtrics	Live	Help set up and run Qualtrics projects for the B2B part
3			
4			

5
If you have used one of the services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with ☒ one or more of the following offerings:

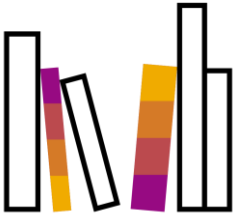
- ☐ SAP MaxAttention™
- ☐ SAP ActiveAttention™
- ☐ SAP Advanced Deployment
- ☐ SAP Value Assurance
- ☐ SAP Model Company
- ☐ Others:
- ☐ SAP Innovation Services
- ☐ SAP Innovative Business Solutions



Advanced Technologies

The following **advanced technologies** were part of the project.

	Technology or use case	Yes or No	Contribution to project
1	3D printing	No	
2	Blockchain	No	
3	Internet of Things (IoT)	No	
4	Machine learning or AI	No	
5	Conversational AI	No	
6	Robotic process automation	No	
7	Data anonymization	No	
8	Augmented analytics	Yes	Qualtrics helps us to analyse natural text feedback to determine what the feedback is about and what the sentiment is of that feedback. By combining this data with the O data helps us greatly in prioritizing actions for improvement.



Additional Information

Sigma Healthcare Talks SAP and Digital Transformation

<https://www.youtube.com/watch?v=NP7xYGgh328>