

CASE STUDY

Medical ECommerce Magento Site



Medical eCommerce Magento site

This client is a medical product and device reseller primarily focused on a dedicated eCommerce website as well as selling on multichannel market places. This medical provider's goal is to provide the best world class purchasing experience using website innovations including internal and external user education and product selection tools that utilize AI and machine learning, as well as app integration for those repeat customers. And to use the traditional purchasing methods as well as use of the new and emerging payment options. They were looking to grow the eCommerce business with both business and end user customers.

Project Goals

To update to Magento 2 with advanced mobile device capability, expanded payment functionality including split payments and purchase orders to allow for a revolutionized B2B2C ordering process. The incorporation of API calls to external AI patient testing apps with the results returned to the site for completion of recommended product purchases. Built and optimized for SEO and lightening fast responsiveness.

With the need of meeting HIPPA rules when required prescriptions are easily uploaded and associated with each customer record.

Project Results

Retention of customers with an emphasis on a simplified repeat orders for both business and end users has been highly successful.

- Utilizing a new mobile friendly ordering flow combined with quick order history allows business customers to spend less time repeating orders.
- Enhancing the business customer experience with detail and summary spending reports generator.
- End user consumers can review their ordering history and quickly repeat an order, or set it up repeat scheduled purchases.
- Incorporating leading edge technology to home based evaluation solutions that then return the consumer to the site to complete a purchase based on • Incorporating leading edge technology to home based evaluation solutions that then return the consumer to the site to complete a purchase based on recommendations.

