Cognizant Life Care Express

Improving customer experience in the life sciences industry requires a focus on providing seamless, efficient and personalized interactions at every touchpoint—for patients, healthcare providers and other stakeholders.

The life sciences market, which includes pharmaceutical, medical devices, biotechnology, biomedical technology, food processing and nutraceutical segments, focuses on delivering innovative solutions that improve health outcomes and enhance the quality of life.

The healthcare market consists of healthcare services and facilities, manufacturers of medical devices, equipment and hospital supplies, providers of medical insurance, services and managed care, and pharmaceutical and related segments. Each of these segments plays a vital role in delivering quality care, advancing medical innovation and enhancing the overall patient experience. With Cognizant® Life Care Express, businesses can transform customer experiences in life sciences industry—to meet global benchmarks and exceed customer expectations.

Trends in the life sciences industry

The dynamic landscapes of customer experience within the life sciences industry are shaping trends that impact the way stakeholders interact and transact. These trends include:

Pharmaceutical inventory management:
Ensuring seamless pharmaceutical supply chains and inventory continuity

Vaccine prebooking:
Optimizing distribution strategies for efficient vaccine rollouts

Single-login ordering:
Simplifying procurement processes for enhanced efficiency

Seamless and integrated e-commerce:
Meeting evolving demands with adaptable online platforms

As these trends continue to shape industry, the need for comprehensive solutions grows. Today, organizations must integrate inventory management into a unified platform, facilitate advanced vaccine reservations, provide a single-account view for multilocation ordering and decouple the front and back ends of e-commerce stores. Embracing these advancements will not only streamline operations, but also enhance accessibility and adaptability to ensure that the industry remains agile and responsive to evolving needs.

Challenges in the life sciences industry

As organizations navigate intricacies in life sciences industry, the use of commerce applications also presents a unique set of challenges. It requires a keen understanding of industry dynamics and user needs. Mentioned below are some of the typical hurdles encountered in this domain:

- **Own inventory management:** Hospitals and healthcare facilities manage their inventories using disparate third-party tools, leading to inefficiencies and inconsistencies

- **Future demand prediction:** Businesses struggle to predict future demands accurately, hindering their ability to plan and allocate resources effectively

- **Reordering/stock deficiencies:** Inventory mismanagement often results in delayed reordering and frequent out-of-stock situations, disrupting supply chains and patient care

- **Peak period shortages:** During peak seasons such as flu outbreak periods, there's a surge in demand for vaccines, leading to more shortages and logistical challenges

- **Supply delays:** High demand poses challenges in timely allocation, production and delivery of essential medical supplies, compromising patient care

- **Complex ordering system:** Ordering vaccines and other medical supplies for additional locations requires users to log in with separate accounts, adding complexity and inefficiency

- **Redundancy and errors:** Cumbersome processes contribute to redundancy and errors, undermining overall customer experience and operational efficiency

- **Barcode format management:** Managing different barcode formats for e-commerce sites poses challenges in product identification and data management, leading to errors and delays

Addressing these challenges is crucial for enterprises to streamline operations, improve customer satisfaction and meet evolving demands that are arising in the life sciences industry.

Cognizant Life Care Express

A ready-to-run preconfigured customer experience industry solution for life sciences, Cognizant Life Care Express leverages generative AI capabilities. It is built on the SAP Commerce Cloud platform with capabilities such as merchandise strategy optimization, personalized interaction, operations management and streamlining— for a seamless customer experience across every stage of the user journey and better average order value, profitability and business growth.

In-house inventory management: This capability enables pharma companies to manage inventory of their customers (distributors/buyers) seamlessly. At the same time, it allows pharma customers to maintain 100% inventory ownership. By leveraging SAP commerce technology, stocks can be entered manually or through barcode scanning, ensuring accuracy and efficiency. By eliminating the need for third-party tools, users benefit from features such as geotagging, ensuring precise stock location tracking. Also, a cutting-edge reordering feature prevents stockouts. With complete visibility and assurance regarding reorders, businesses benefit from enhanced user satisfaction, streamlined operations and accurate predictions of future requirements.

Flu season management: This feature allows users to reserve vaccines in advance, provides insights into upcoming demands and enables precise manufacturing planning. It includes features like configurable vaccine reservations, configurable targeted content to appeal to a specific audience, anticipated delivery dates, enablement of multiple delivery dates and order-now-ship-now functionality for immediate shipping during peak demand periods. A two-click booking process streamlines order placement, allowing businesses to quickly respond to demands, maintain optimal inventory levels, ensure timely fulfillment and avoid stockouts.

One account-multiple location order placement: Users can place orders for multiple business locations in a single session. This eliminates unnecessary steps and streamlines the ordering process, boosting productivity and efficiency.

B2B commerce customer-specific pricing: Businesses can specify different prices for different customers. This feature allows customers to view only their negotiated prices, streamlining the purchasing process and reducing efforts for all parties involved. With individually negotiated price lists and authenticated user access, businesses can effortlessly maintain and manage pricing structures, ensuring a personalized experience for each customer.

Bundle product packaging: Businesses can configure product bundles with special prices and enhance the user experience by simplifying purchasing decisions and maximizing value for customers. Bundles are prominently displayed in a special bundle carousel, showcasing special prices and providing a clear overview of the available options. Additionally, businesses can manage bundle compositions and trigger bundle promotions seamlessly, offering quick self-service and enhanced purchasing experiences.

B2B commerce out-of-the-box offerings: These functionalities include quote management, inventory display with future stock availability, quick order and order form capabilities, bulk cart upload through CSV, replenishment orders, reordering support and PunchOut support. These features enhance B2B user experience and efficiency, meeting diverse customer needs effortlessly.

An overview of the features of Cognizant Life Care Express

Business services

Base commerce

In-house inventory management ✔

Business processes

Quotes

Global barcode scanning ✔

Gen AI-powered purchase assistant ✔

Infrastructure services

B2B commerce customer-specific pricing

Bundle product packages

One account-multiple location order placement ✔

Gen AI-powered product search ✔

Web content (WCMS)

Quick orders

Flu season management ✔

License validation ✔

Workflow

PunchOut support

Free goods ✔

System services

Upload bulk carts

Custom gen AI-based features ✔

Custom add-ons/ extensions/utilities ✔

Commerce

Core platform

B2B out-of-the-box offerings

Cognizant Life Care Express offers myriad of features and capabilities to ensure adaptability, scalability and enhanced user experiences, setting a new standard for excellence in the industry.

Additional highlights of Cognizant Life Care Express

- **Headless implementation for B2B commerce:** Enables quick front-end changes without back-end dependencies, reducing downtime and ensuring scalability and agility

- **Restricted ordering:** Manages specific quantity orders for restricted products, ensuring fair distribution and optimized inventory management

- **Bulk order upload:** Sales teams can submit bulk orders through CSV uploads, enhancing productivity and transaction efficiency

- **Flu order management:** Manages flu product cycles efficiently with features such as prebooking, reservations, allocations and real-time notifications

- **Flu dashboard:** Centralized platform provides real-time status updates and management of flu orders, enhancing customer satisfaction

Elevate e-commerce experience with gen AI

Navigating the complexities of life sciences purchasing can be challenging as clients demand precision, efficiency and relevance in their product searches and purchases. Powered by generative AI and retrieval augmented generation (RAG), our purchasing assistant for Cognizant Life Care Express meets these demands head-on, transforming e-commerce platforms into a powerhouse of personalized interactions. The solution understands business needs, predicts customer preferences and guides customers through a flawless purchasing process, offering a smarter and intuitive buying journey.

Innovative features and benefits of the gen AI-powered purchasing assistant for Life Care Express:

Features

- **Intelligent semantic search:** Understands customer intent for precise results
- **Relevant and ranked results:** Prioritizes outcomes based on relevance and similarity
- **Seamless auto corrections:** Fixes spelling errors instantly
- **Tailored recommendations:** Suggests products based on search history
- **Community insights:** Recommends popular items among similar users
- **Next-best pick suggestion:** Proposes optimal next purchase based on order history

Benefits

- **Laser-focused searches:** Delivers exact needs without irrelevant options
- **Enhanced satisfaction:** Provides personalized shopping experiences
- **Streamlined operations:** Saves time and reduces effort
- **Boosted sales:** Increases revenue with intelligent recommendations
- **Effortless discovery:** Helps customers find products quickly
- **Adaptive learning:** Improves recommendations continuously
- **Higher relevance:** Ensures accurate and meaningful suggestions

The gen AI-powered purchasing assistant for Life Care Express is a revolution in e-commerce personalization. By harnessing the power of large language models, it creates content and recommendations that are both contextual and customized. It ensures elevated customer engagement through hyperpersonalized interactions and uses structured prompts to provide accurate and relevant responses to inquiries.

Cognizant Life Care Express enhanced by the gen AI-powered purchasing assistant redefines the e-commerce experience. By streamlining inventory management, vaccine distribution and procurement processes, this solution ensures heightened efficiency and improved service quality, and unlocks new levels of customer satisfaction that will eventually pave the way for a healthier and more connected future.

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