

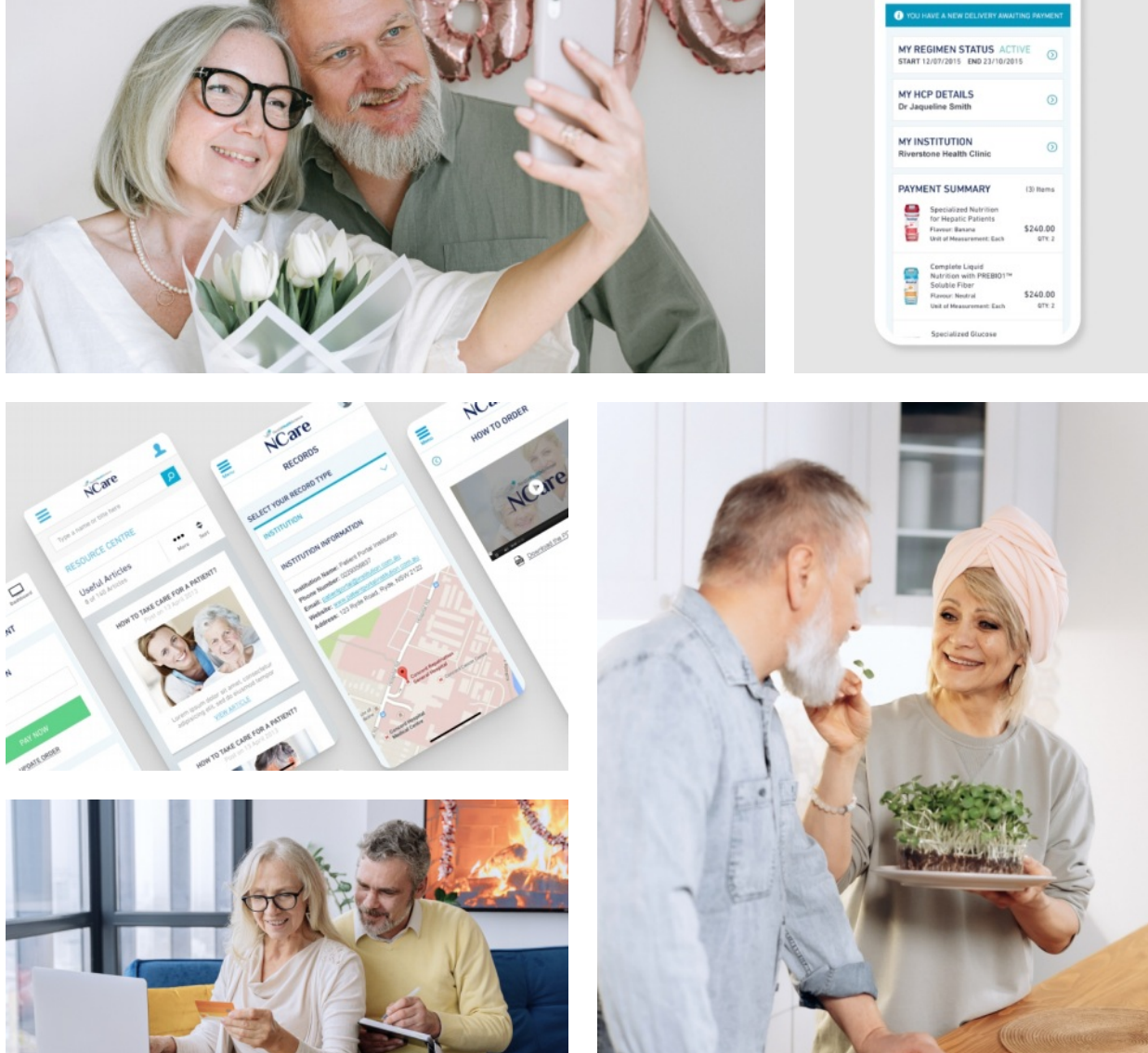
NCARE

Improving the customer experience with a healthy dose of innovation

Better health outcomes through post-surgery support

Nestlé Health & Science brings a complete range of post-surgery nutritional products to Home Enteral Nutrition (HEN) patients through its NCare program. The company also provides feeding devices and supplements vital to short and long-term patient care and recovery.

NCare enables Healthcare Professionals (HCPs) and administrative institutions (hospitals and clinics) to control and support patients' nutritional regimens to achieve better health outcomes.



CHALLENGES

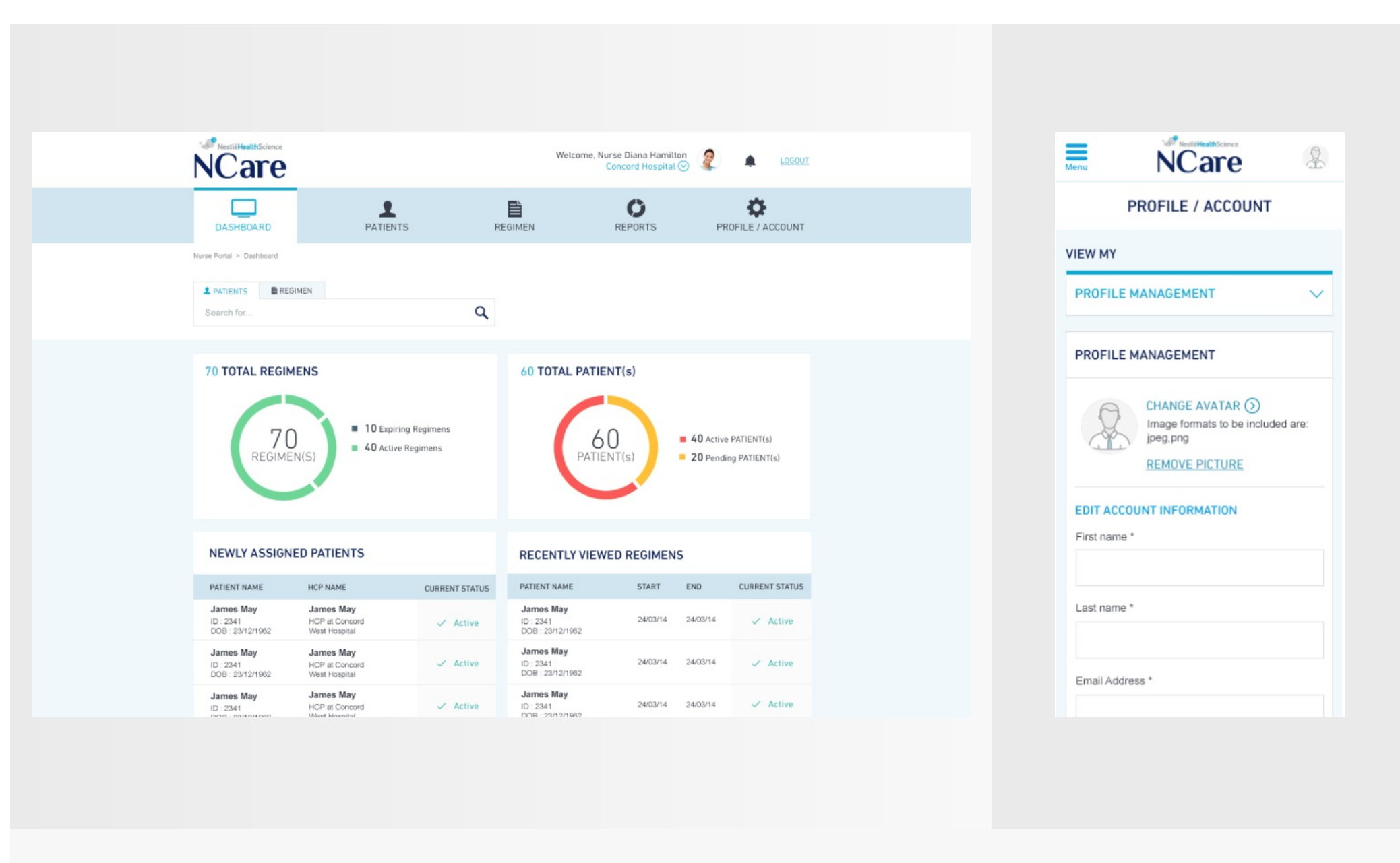
Simplifying healthcare industry complexities

01

Nestlé needed a fresh perspective to help streamline and simplify its patient nutritional management processes. The company also wanted to improve the customer experience across all touchpoints, from patients and carers to HCPs and institutions.

02

After a lengthy RFP process, Nestlé chose global commerce innovator eWave as its sole partner in Oceania to execute its digital transformation.



STRATEGY

More intuitive processes that increase loyalty

Nestlé believed it could increase customer loyalty by simplifying its reordering and administrative processes. The company needed an innovative online portal to enhance order and account management and create a more intuitive end-to-end experience. The portal would additionally remove the need for manual offline systems, including fax and order processing.

Nestlé also wanted to strengthen communication between all parties and make shipping, scheduling, and repeat purchasing faster and easier.

EXECUTION

Innovation far beyond the customer experience

eWave enacted a true digital transformation, removing paper-based processes and converting sales reps from on-site order takers to promoters of the online solution.

01

The team of commerce experts at eWave took innovation far beyond the customer experience by tailoring the solution to NCare's unique business needs. The team created customised portals for three distinct user personas - patients and their carers, HCPs, and institutions / hospitals.

02

eWave developed an industry-first Magento solution that ensured legal compliance of medical data, strict approval processes for data sharing, and even the ability to transfer patients to other HCPs securely when needed.

03

HCPs can now manage patient regimens and assign nutritional plans in a streamlined online system. Patients can then customise orders (within parameters) to their preferences.

04

The new platform delivers personalised account management and dashboards with complete visibility of patient orders and regimens. Authorised carers can now handle orders on behalf of patients with subscription management supporting ongoing patient needs.

05

Additionally, integration with 3 different distributors ensures patients receive products quickly. Full tracking is also available, including serial number tracking for feeding assistance products (pumps), and return and product cleaning services.

SERVICES

Exceptional customer experiences

Strategy

ST

- > Consulting
- > Customer Research
- > Technology Selection
- > Ecosystem Design

Experience

EX

- > Service Design
- > Customer Journey
- > UX Design
- > UI Design

Delivery

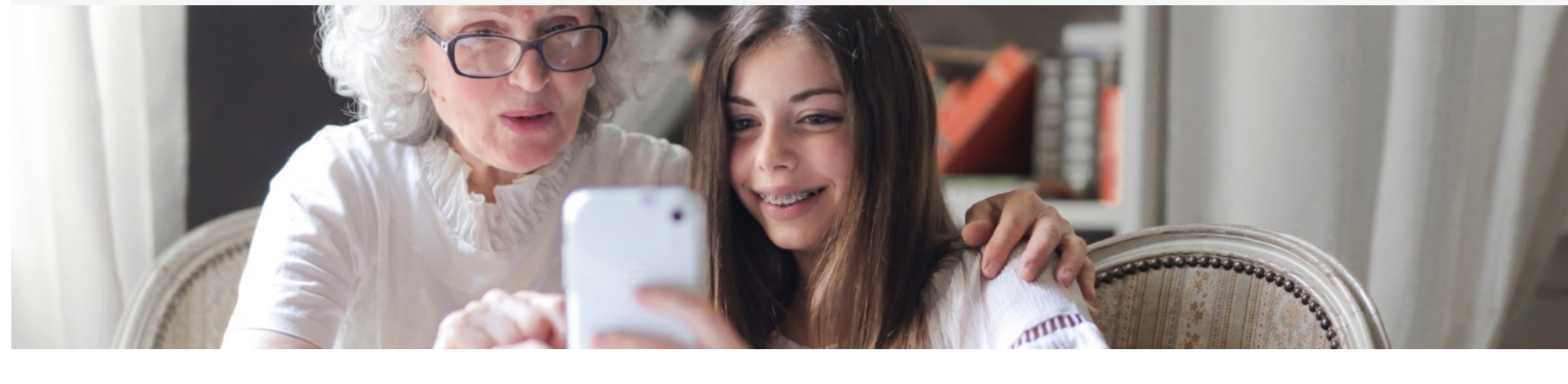
DE

- > Commerce
- > System Integration
- > Infrastructure

Growth

GR

- > 24/7 Care
- > Maturity Model
- > Experience Optimization



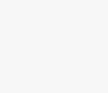
RESULT

Digital transformation with customer-centric outcomes

HCP adoption rate increased YOY

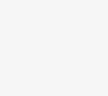
- Significant reductions in time-consuming, manual processes, including calls and faxes

- Improved HCP satisfaction, demonstrated by boosted NPS scores



Since our new website launched, our healthcare professional customer base has experienced a new level of simplicity and agility that is unique in the clinical space.

Jason Jzewski, Commercial & Business Development Manager, ANZ



Unlock faster online growth for your brand
Schedule a 30 min discovery session.

BOOK A SESSION

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