

A BLUEPRINT TO SUCCESS

Creating Great Customer Experiences



Businesses in the health and wellness industry confront challenges that are unprecedented in other industries. In fact, there's a case to be made that they have experienced more change in the past few years than in the previous 100 years combined. As a result, businesses must adapt to deliver on changing customer expectations. Those who succeed are able to differentiate themselves, while those that fail become irrelevant.

The blueprint for success starts with a technology foundation that links an organization's front- and back- ends, provides a single view of the customer, enables delivery of a consistently outstanding customer experience, and is flexible and scalable.

DISRUPTIONS IN HEALTH AND WELLNESS

In just the past few years, the health and wellness industry has gone through massive disruption, and the rate of change continues to accelerate due largely to the influence of the internet and cloud, which provide consumers easy access to broad product assortments and transparent prices.

Today, the consumer is in the driver's seat. They expect information and products at any time from any location, and no longer follow a linear purchasing path. Consumers expect a fast, seamless process.

As a result, health and wellness companies have become "omnichannel," combining physical stores, ecommerce, digital marketing and mobile in an interconnected experience. And, business models are shifting as product companies become service companies and service companies become product companies. Some companies have been unable to adapt and have become extinct, while others have made dramatic changes to stay relevant.

This disruption is forcing companies to rethink business processes, business models and business systems. Point solutions built for specific needs, such as inventory, financials or customer data are ill-suited to facilitate these sorts of transformations, while systems built before the internet even existed are unable to take advantage of the economies of scale and agility of the cloud.



Stairway to Health & Wellness: Be Omni-Present via Omnichannel and Make Every Customer Experience Unique

CHALLENGES

Amid these disruptions in health and wellness, challenges include:

- **Aging, disconnected IT systems.** Health and wellness companies can have as many as six to 12 on-premise legacy point systems, which are heavily customized and must be integrated. The result is a big hairball, with each system providing different data, and high costs to constantly update and integrate these disparate systems.

Traditional ERP systems have contributed to an IT deficit. ERP systems have historically been for the back-end. When a front-end solution was needed—like an ecommerce solution or mobile site—it was simply bolted on.

Solutions were not designed with customers in mind and companies lacked a single version of the truth. Most ERP systems fall short in helping health and wellness companies deliver great customer experiences.

- **Inconsistent data.** Data has to be consistent across all customer touchpoints to ensure a seamless experience so decisions can be made based on real-time information.

- **Employee impediments.** Without the tools and data to provide personalized, relevant experiences, employees aren't empowered to provide experiences that stand out to customers.

“HEALTH AND WELLNESS COMPANIES ARE LASER- FOCUSED ON PRODUCT INNOVATION, BRAND-BUILDING AND CUSTOMER INTIMACY. THEY’RE CHANNELING THE TIME AND COST SAVINGS THEY REALIZE WITH NETSUITE INTO BUILDING THE BUSINESS, RATHER THAN WASTING RESOURCES ON MANUAL WORK AND OUTDATED ON-PREMISE SYSTEMS.”

BRANDEN JENKINS

Faced with disruptions in the market, many health and wellness companies are limited in their ability to compete by aging systems, inconsistent data and employee impediments. The top priority is transforming themselves with connected systems that enable delivery of great customer experiences.

CUSTOMER-FOCUSED COMMERCE MUSTS

In this hyper-competitive environment, NetSuite has identified five pillars to building a unified customer experience based on the experiences of its strong base of health and wellness customers.

- **360° customer view.** This requires having all customer data in one place, including purchase history, returns and preferences.
- **Innovative experiences.** Flexible platforms enable innovative new experiences that go beyond traditional ecommerce.
- **Intelligent order orchestration.** Health and wellness companies need to be able to orchestrate orders intelligently and use inventory more efficiently to better serve customers.
- **Unlimited expansion.** Companies need scalable platforms that allow for unlimited expansion across the globe, as well as into new products and services cost effectively.
- **Single cloud platform.** Because change is so fast, cobbling together and constantly upgrading on- premise systems is prohibitive. Outstanding customer experiences require a cloud platform.



NETSUITE: A MODERN BUSINESS SYSTEM FOR HEALTH AND WELLNESS

Companies face a choice of continuing to use multiple point solutions, using a traditional back-end ERP and bolting on front-end pieces, or adopting a modern, cloud-based business system.

NetSuite pulls together the back-end system of record and front-end system of engagement into a single system. NetSuite enables health and wellness companies to deliver on all customer-focused business musts: a 360° customer view, a platform for innovative experiences, advanced order management, and a cloud-based architecture that can scale for unlimited expansion.

CONCLUSION

With the health and wellness industry going through massive disruption, delivering consistently great customer experiences is now the basis of competition. Technology in this industry can either deliver a fractured, impersonal experience because of disconnected systems or can enable a great experience by providing a 360° view of the customer to all parts of the organization. NetSuite offers the technology, capabilities and knowledge that health and wellness suppliers need.



**“FOCUSING ON VERTICAL SUCCESS IS ABOUT GETTING
OUR CUSTOMERS TIME TO VALUE. WE’RE TALKING
ABOUT MONTHS, NOT YEARS.”**

*BRANDEN JENKINS
SVP SUITEVERTICALS, ORACLE NETSUITE*

LUXENT

Luxent develops and delivers solutions built for the user. We believe that good design is dictated by efficiency, intuitiveness, and experience and this vision is at the heart of the cloud solutions we build and deliver. Our mission is to put the user in the driver's seat when it comes to developing and delivering cloud solutions that empower and excite.

Luxent is helping health and wellness companies deliver customized and personalized customer experiences with the only unified cloud based platform that ties together all the efficiencies required to deliver a true omnichannel business solution.

To learn more about NetSuite for Health and Wellness companies visit www.luxent.com/health-and-wellness.

