



**Softtek**®

**CASE STUDY** | RETAIL

**Digital sales services  
help pharma leader  
surpass annual  
eCommerce sales goal  
in one month**

softtek.com



# About the customer

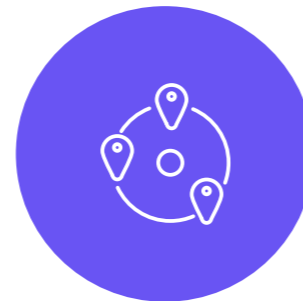
A Fortune 500 company and leader in retail and wholesale pharmacy with a growing omnichannel and online presence and a strong market position in Latin America. Its digital platforms are accessible anytime, providing consumers with a wide range of health and beauty products.



~ 450,000  
employees



425+  
distribution  
centers



Operations in  
25+ countries



More than  
21,000 stores  
in 11 countries

"This platform will allow us to move from being a participant in the digital and healthcare ecosystem to becoming a digital builder of healthcare e-commerce with end-to-end capabilities", [said our client's executive head of customer experience and omnichannel.](#)





# Business challenges

Our client was selling through marketplaces, which represented higher operational costs. It required an efficient logistics process with a dark store model to accelerate delivery times and fortify its last-mile delivery services with the two leading shipping carriers.



1

Implement an eCommerce platform with the technical support included to start operating immediately.

2

Enable a friendly user experience and effective promotions and catalogues to accelerate sales.

3

Integrate customer behavior analysis and other data-driven tools.

4

Make eCommerce sales equal to 10% of total sales within the first two years.



# How Softtek comes into play

The client chose Softtek to deploy an end-to-end Digital Sales Services solution after a competitive bidding process. The digital commerce portal, last-mile services, and backend logistics services helped the organization transition from Capex to Opex, lower expenses, and maximize the efficiency of logistics processes.

**Softtek's smart commerce services enabled the client to use five KPIs** to evaluate the effectiveness and performance of the portal and customer journey (conversion funnel, journey analysis, product and shopping cart analysis). Softtek also implemented a chat bot for added customer experience benefits.

**Softtek implemented an eCommerce platform covering prescriptions**, product specifications, medicines, and other requirements of Chilean legislation to sell medicine through digital channels.

**Softtek implemented a store selection algorithm** integrated with the client's legacy systems to execute the orders on the eCommerce portal. The service integrates third-party logistics providers selected by the client for last-mile delivery to achieve its goal of delivering merchandise the same day and with a maximum of 2 days difference.





# Business impact

After the first year, the client increased the average ticket value by 20% through up-selling and cross-selling strategies promoted in its eCommerce platform.



Our client was able to expand the number of darks stores to reduce delivery time from 3 hours to only 90 minutes in Chile, making it the fastest pharmacy to deliver in that country.



The client now offers multiple purchase options, such as click and collect, express delivery, and same-day delivery in its Latin American operations.



Our client surpassed its goal of 10,000 eCommerce transactions during the first year, achieving that figure during the first month of operation. It continues increasing the average ticket amount and number of transactions much faster than expected.



After one successful year of Softtek's Digital Sales Services in Chile, the client asked Softtek to begin a phase two implementation for its digital channels in Mexico.



#### ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

[info@softtek.com](mailto:info@softtek.com) | [softtek.com](https://softtek.com) | [privacy note](#)