



DXC Oxygen

# New customer experience apps move focus from paperwork to patients

Client name: Device Technologies

Location: Australia

Industry: Healthcare

### Challenge

- Inefficient, manual processes were causing excessive below the line costs, data entry errors and poor monitoring and risk mitigation
- Automation of key sales processes, streamlined booking procedures and control rapid growth
- Ensure surgeons and hospitals are delivered what they need and when they need to achieve the best patient outcomes possible

### Solution

- A customer and employee-friendly booking portal on SAP Commerce solution that stimulates productivity and efficiencies in the sales and customer service booking teams, as well as improves the customer experience

### Results

- Improved booking efficiency by 40%, forecast to increase to 50%
- 95% reduction in booking errors over the first four months of operation
- Removal of thousands of duplicate bookings from the system
- Redirect the focus of staff on patients, leading to improved customer services



### **From high-quality consumables to advanced theatre equipment and robotics, Australian-owned Device Technologies is dedicated to improving patients' lives through leading edge technology and services.**

Since 1992, the company has successfully supplied hospitals and healthcare professionals with the finest medical solutions for their patients. With over 100 trusted brands and 700 highly skilled staff Australia and New Zealand-wide, the company recognized it needed a digital platform to automate key sales processes and help control its rapid growth. To meet these objectives it engaged DXC Oxygen to implement SAP Commerce Cloud in a bid to move from a product focused mindset to one that put the customer front and centre.

In a three phase project, Device Technologies began by piloting an internal-facing surgery booking portal. Its aim was to stimulate productivity and efficiencies in the sales and customer service booking teams, as well as increasing the customer experience. Subsequently, it is planned to roll out a consignment platform to better monitor stock usage, and finally, extended its booking portal to private hospitals – giving customers the ability to self-manage by viewing their booking and consignment history, and tracking loan bookings for location and delivery.

### **Manual processes hindering efficiency**

In Australia, Device Technologies has a large customer facing team consisting of sales consultants, sales managers and product managers responsible for the daily execution and success of the orthopaedic business. But without a digital platform to manage the booking of orthopaedic loan kits for customer use, all these roles were negatively affected by time-consuming manual procedures, data entry errors and poor monitoring and risk mitigation.

“Inefficient processes were causing excessive below the line costs for the servicing of our customer surgical kits,” says Device Technologies’ General Manager – Marketing and Digital, Michelle Stewart. “We were operating manual processes which meant customers and employees were impacted because they couldn’t easily make or change bookings due to the number of people involved in the booking workflow.”

### Moving to a new, self-service paradigm

Stewart says the surgery booking portal was proposed as a digital platform that could underpin the reverse logistics business.

“Its primary aim was to streamline booking procedures, which in turn, would lead to productivity gains. We wanted it to support the orthopaedics business and help it achieve the FY19 growth target in an incredibly competitive environment, but more than anything ensure surgeons and hospitals are delivered what they need, when they need to achieve the best patient outcomes possible.”

Once the portal was implemented, Device Technologies’ sales team improved booking efficiency by 40%, forecast to increase to 50%, and was able to remove unneeded staff from the booking procedure – including two administrators who were re-tasked to higher value roles in customer service and logistics, also increasing employee satisfaction.

### Employees test customer experience

Establishing the booking portal was a proof of concept exercise for adopting SAP’s cloud-based customer experience applications, says Stewart.

“We tested the functionalities of the apps on our employees first to ensure we were moving along the right track. From that point we could scale further and open the technology up to our customers. The employee experience leads to the customer experience. The pilot allowed everyone in the business to experience the difference we were trying to make and how that in turn impacts our customers.”

She says an agile approach to deploying the technologies proved to be very successful. “We got the product in market, proved the wins, then went about getting greater investment for more and scaling as we go.”

### Results speak loud and clear

The new digital booking and consignment portals were readily embraced by Device Technologies staff with a 100 percent adoption rate of new procedures throughout the business.

“We had a 95 percent reduction in booking errors over the first four months of operation and a nine percent reduction in same day freight, due to increased ability to plan and control the consignment process,” says Stewart.

Device Technologies was also able to remove thousands of duplicate bookings from its system and deliver a reserve logistics capability that allowed customers to return ‘used’ kits for replenishment and redistribution.

“We were able to use the SAP Commerce solution to build a customer- and employee-friendly solution that could remove risk, eliminate repetitive processes and give both staff and customers time back in their day,” says Stewart.

“Our business is about the customers, one of our core values we talk about is that what we do every day is about patients, not the paperwork. These technology investments allow us to focus on the patient as it removes the arduous tasks that can limit that focus.”

### **Futureproofing business growth**

The ongoing partnership between Device Technologies and DXC Oxygen has allowed Device Technologies to position itself as a market leader, advancing its operating models and delivering better customer self-service.

Stewart comments: “Some said the omnichannel nature of the solution was too big for us. But we wanted something that will grow with us in the future and this allows us to scale. It’s powerful enough to meet our needs now but can expand as we need it to.”

#### **About DXC Technology**

DXC Technology (NYSE: DXC) helps global companies run their mission critical systems and operations while modernising IT, optimising data architectures, and ensuring security and scalability across public, private and hybrid clouds. With decades of driving innovation, the world’s largest companies trust DXC to deploy our enterprise technology stack to deliver new levels of performance, competitiveness and customer experiences. Learn more about the DXC story and our focus on people, customers and operational execution at [www.dxc.technology](http://www.dxc.technology).