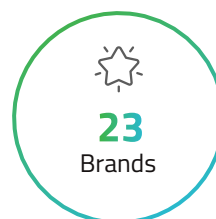




B2B and B2C Portal for China, USA, CA, Australia & LATAM

About the Client

The client is a global food and beverage leader with a product portfolio of 23 brands. It makes hundreds of enjoyable foods and beverages that are loved worldwide. The company distributes products across 200+ countries and employs 263,000+ people globally.



Client Requirements

The client aimed to improve agility in distribution in multiple countries, such as China, the USA, Canada, LATAM, and Australia, by eliminating the manual, spreadsheet-based ordering process. Key objectives include:

- Enhancing digital experience for B2B customers in multiple countries with an adaptable digital distribution channel.
- Launching the client's first B2C application during the COVID-19 pandemic and tackling the major challenge of implementing upfront tax calculations for B2C transactions.
- Scaling up region-wise product ordering with personalization and real-time order fulfilment status.
- Consolidating disparate commerce technologies operating at varying maturity levels.
- Reducing the distribution cost and boost B2B sales across countries.

Happiest Minds' Solution

Happiest Minds engaged with the client to improve the digital experience for B2B customers via an adaptable digital distribution channel. Pimcore was recommended to solve the client's challenges. We consolidated disparate commerce technologies with varying maturity levels.

Types of Assets/ Technologies

- PIM
- CDP
- CMS
- Digital Commerce

Key Deliverables:

- Built a B2B e-commerce portal for China with region-wise product visibility. Integrated WeChat for mobile ordering and API-based integration for predictive suggestions and in-context offerings.
- Developed a B2B e-commerce portal for the USA and Canada using Pimcore and React JS with a refined order placement flow. Also built a B2C e-commerce portal with a payment gateway and integrated with SAP for fulfilment.
- Built an application using Pimcore and React JS, which supported 100K concurrent customers.
- Implemented API-based integration with Vertax for region-wise tax calculations and integrated with UPS for address verification.
- Built a B2B platform for LATAM to improve delivery and distribution, enabling real-time, capacity-based fulfilment with a defined delivery timeframe.
- Created a B2B e-commerce portal for Australia using Pimcore.
- Developed a customer engagement platform for launching loyalty programs, rewards, spins, etc., including a highly engaging mobile app (Android/iOS) to play challenges, spin and win rewards.

Value Delivered

- Distributors can place orders instantly and effortlessly.
- Enhanced customer experience by guiding customers to buy what they need.
- A high percentage of offline customers shifted to the digital channel.
- Improved responsiveness to consumer demand.
- Reduced distribution cost and improved B2B sales across countries.
- Scaled up region-wise product ordering with personalization and real-time order fulfillment status.
- Sales peaked in the Chinese market during the Chinese New Year.
- Increased order volume from existing customers across LATAM.



Boosted efficiency of

1000

Distributors



Enhanced

CX

Tremendously



Increased sales

20%

Overall

Write to us at business@happiestminds.com

About Happiest Minds Technologies

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables **digital transformation** for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: **artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality**, etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, EdTech, engineering R&D, healthcare, hi-tech, manufacturing, retail, and travel/transportation/hospitality. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia, and Middle East.