Organizing online medical deliveries for everyone

Pulse | Case Study

Summary

Pulse, a reputed pharmacy in Bengaluru, India, was looking to take its deliveries online for reaching their existing customers and widen their audience. Their existing model posed the below challenges.

Challenges

- Inability of regular customers to visit the store and make purchases due to their illness.
- As online deliveries are sold at a much-discounted price compared to over-the-counter drugs, the store was losing out its customers.

About the Company

Pulse is one of the most renowned names in Southern India. The store has branches across the capital of Karnataka, having an elite and repeated customer base formed primarily because of the quality and assured services offered by them.

Industry: Healthcare

Company Size: Medium-sized

Location: India

Solution: Delivery Management

" *Our client's mindset has been changing for the past few years. Being almost a decade-old store, it's important for us to focus on the customer's demand and keep up with them to deliver medicines over-the-counter and also make a mark online. Credits to MoveX for making our vision possible with a capable solution.* "

Solutions

Based on all their challenges, we made an error-free delivery solution for the pharmacy in an efficient way:

Apps for Delivery Agent & Customers

Order Tracking

Route Optimization

Digital Proof-of-Delivery

Inventory Management

Invoice & Revenue Management

With our platform, the pharmacy was able to manage multiple orders in a safe, faster way. Also, by making it mandatory to update prescriptions during purchase, they were able to ensure drugs were purchased accurately.

The platform has been designed in such a way that all the inventory, billing receipts and revenue information can be accessed instantly, thereby reducing manual interventions and providing a clear picture for the business owner.

Key Benefits

Accurate doorstep deliveries
Made accurate doorstep deliveries with enhanced route optimization techniques

Increased sales & better experience
With faster deliveries, there was a boost in online orders and their revenue

Delivering prescribed medicines
Online deliveries were made in compliance with valid medical prescriptions

Simplified billing and inventory
All-in-one platform to manage billings, revenue information and inventory

Results

With our MoveX solution, Pulse was able to provide accurate and timely deliveries and make a mark in this customer-sensitive industry that impacts lives and accounts for the welfare of the customers.

| On Time | Faster medicine deliveries for the patients |

| 12% | Efficient operations due to no manual bookkeeping |

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