



Global Manufacturer of Medical Devices enhances Customer Service through L&T Infotech's Custom Development Solutions

Client

Global manufacturer of CPAP masks, machines and other products for respiratory disorders

Challenge

- UI Integration of sales data with Data Warehouse systems
- Improve effectiveness of targeted marketing & focused email campaigns
- Decrease response time for customer complaints

Solution

- Order Management System for Product Samples and Literature
- Custom solution through Mobile-responsive Dashboard development
- Customer Interaction Tracking, Targeted Messaging and Segmentation
- Integration of Email opt-in/opt-out flags with Silver-pop Tool
- Unified Complaint-handling solution by integration with Oracle

Business Benefit

- Reduced turnaround time for order approvals due to streamlined approval process.
- Enhanced decision-making due to mobility and visual data insights.

About L&T Infotech

L&T Infotech (NSE: LTI) is a global IT services and solutions provider with presence in 22 countries. We solve complex business challenges at the intersection of digital and physical world with our real-world expertise and extreme client centricity. We help clients create better customer experiences, transform processes and build new businesses.

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