



Emergency
Medical Products

EMERGENCY MEDICAL PRODUCTS BUILDS STRONGER CONNECTIONS TO CUSTOMERS

A superior online experience built
on SAP Commerce boosts loyalty

Emergency Medical Products (EMP) is dedicated to helping those who save and improve patient lives. It has provided medical supplies and equipment to healthcare professionals and first responders for almost 50 years. And it has expanded its catalog to better meet the needs of K-12 schools, colleges and universities, hospitals, physician offices, businesses, parks, and more.

"Our goal is to provide a convenient and seamless ordering platform for our customers," says Andrew Love, Vice-President and General Manager, Emergency Medical Products (part of Sarnova). "Rather than a complex process and pricing system, we focus on the convenience buyer. Someone who generally knows what they want, will compare like products, and ultimately make a purchase without having to navigate through a difficult ordering process."

While other companies in the Sarnova umbrella have salespeople in the field reaching out to larger fire and EMS services, EMP is geared towards smaller organizations making less frequent purchases, often online. When these customers order from EMP, they prioritize finding what they need, checking out easily, and receiving products quickly.



We really needed guidance on the optimal way – from a technology perspective – to tackle a task and weigh the options. Capgemini has always been very good about helping us do that. They are very collaborative with all of our teams to make the project a success."

ANDREW LOVE

Vice-President and General
Manager
Emergency Medical Products

REIMAGINING THE ONLINE EXPERIENCE

EMP's previous website platform was not fully integrated into the back-end systems, so every order received had to be manually handled and processed by the service team. Customers were also demanding better visibility on product availability and delivery dates. Internally, EMP wanted to leverage its marketing and technology teams more, since changes often had to be outsourced to a third-party and took too much time.

EMP selected Capgemini's Digital Customer Experience (DCX) team for the SAP Commerce implementation. Started in early 2020, the project faced some challenges with the onset of the pandemic but still delivered the new site in seven months. Working remotely changed the original plan, but strong communications between Capgemini and EMP kept the project on track.

Bound Tree Medical, another Sarnova brand, had already moved to SAP Commerce, so one benefit of EMP's choice was that multiple sites could be maintained under one platform. It enabled EMP to leverage SAP Commerce and rapidly develop and deliver a superior mobile experience to tablet and smartphone users.



GETTING CLOSER TO CUSTOMERS

"SAP Commerce provides us with a lot more autonomy to get things done faster than before," Love says. "Simply being able to show stock status online was a huge value add for customers."

Customers now move throughout the site more easily and with a streamlined user experience. This delivers on EMP's focus on convenience by giving them the tools to find what they need quickly, see the pricing, know items are in stock, and check out with no hassles.

"The critical thing about serving first responders, particularly firefighters and paramedics, is many of them work for smaller services or they may be volunteers or in rural areas," he explains. "So, if they cannot procure the product they need quickly, they can literally have an ambulance out of service if they don't have a certain device available."

SAP Commerce offers accessories for an order or recommends related products. It also shows customers their purchase history so they can quickly re-order. Since EMP offers thousands of products, the streamlined shopping experience and convenience factor has increased sales.

"The product availability and checkout process are very seamless and there is a certain amount of functionality we can choose to turn on or off as we please," he says. "We are able to do much more in the back-office system to help manage and make changes on the site. It also provides a better employee experience by helping our sales and service teams as they can replicate customer interactions and streams to be more effective."



MANAGING PANDEMIC DEMAND

“Once the pandemic became more widespread, the challenge was simply being able to supply customers with the products they needed,” Love says. “Literally overnight, the demand for personal protection equipment and other devices and materials to help protect patients and caregivers went through the roof. Our biggest challenge was sourcing the products and making sure we procured only high-quality products.”

EMP’s extensive network of vendors and established relationships helped keep customers supplied and avoided the counterfeit PPE that flooded the market. Even as pricing rose with demand, EMP worked to manage pricing levels to ensure fair prices to their customers.

DRIVING LOYALTY AND GROWTH

A significant number of EMP customers are traditional fire services and EMS agencies, and the company is working to expand to new audiences and groups in the community preparedness area. For example, businesses or churches may need to acquire first-aid equipment or an automated external defibrillator (AED), and universities and colleges are increasingly coming to the site. This creates a variety of needs.

“Ultimately, many of our customers are looking for similar products but the right solution may depend on their level of clinical skills,” he says. “This market is a huge growth

opportunity for us, and we have seen a tremendous increase, not only through our new site but in our outbound sales activities.”

The new site also improves the mobile and tablet experience to address shifting demographics. While most fire and EMS services have a handful of computers onsite for ordering, many are working on a smartphone. EMP smartphone users are up 40 percent, a dramatic increase from a couple of years ago.

It also meant EMP could revamp its loyalty program. Customers now earn points on all products they purchase, rather than just select ones. The promotional capabilities of SAP Commerce supported this expansion and extended to other customer actions, such as completing a survey. The loyalty program enables EMP to help customers save money on future orders.

“We can promote points that we think will drive customer savings or other desired outcomes,” he says. “For example, we sell private-label products called Curaplex and can award additional points to customers that purchase our brand. Customers can also track their points on a dashboard to see what they have pending or earned, and we have communication tools to flag eligibility to redeem points.”

The updated loyalty program has been successful, as EMP has seen a large increase in sign-ups and the number of points earned and redeemed. This is especially valuable for non-traditional customers like businesses and churches that may order infrequently, as the loyalty program is key to bringing them back for future purchases.

“Our firefighters and EMS clients tend to consume products on a more regular basis but a business in an office building is not going to use medical supplies at the same rate,” he says. “For those customers, the loyalty program means they come back for their second, third, and fourth purchases, and that is critical for us.”

PLANNING CONNECTIONS FOR FUTURE GROWTH

BuyEMP.com launched in October 2020, with initial numbers helped by pandemic demand. The first six months saw a 47 percent increase in conversion rate, average order value (AOV) increased 30 percent, and the average session time increased by 90 seconds.

"The pandemic brought new entrants to the market but our well-known brand really helped us," he says. "Demand-wise, it was our best year but it was also very challenging in terms of supporting our customers, procuring what they needed, and delivering it in an acceptable timeframe."

EMP is continuing to explore the possibilities with Capgemini and SAP Commerce. It is planning to add product reviews to provide customers additional information and support SEO. In addition, it is looking to add a subscription or replenishment service and exploring options to flag expiry dates for items

such as pharmaceuticals, so customers know if supplies need to be replaced.

"There are a number of areas we are looking to explore that help us connect to our customers better," he says. "The response to the real-time stock data has been very well-received. And re-structuring our product pages and a more seamless check-out process were also very valuable to our customers."

"Understanding your goals is key, because it is too easy to get distracted by bells and whistles. The front-end work is critical, so you can see how certain elements will work. You are focusing on very small things yet they have an impact on the bigger picture. Stay focused on the customer and the experience you want to deliver to them."



With the scope of the tools in SAP Commerce and the ability to use pre-existing solutions coupled with Capgemini's ability to customize where necessary to meet our specific requirements, we have the right solution. Capgemini is a strong SAP partner with experience on similar sites, which was a really solid fit for the business."

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Note: current conversion is €1 to \$1.20 (2/17/21)

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