



Homecare Medical Supplies

Client Success Story

Homecare Medical Now Supply Both the B2B & B2C Markets

Read how servicing two markets became a reality for Homecare Medical due to the flexibility of the Experlogix Digital Commerce platform.

Increased Sales & Growing Confidence

As well as directly increasing sales orders, Homecare Medical's established customer base grew in confidence with the ease-of-use and 24/7 self-service offered by the Experlogix Digital Commerce WebShop Solution.

- **24/7 Self-Ordering:** Allow your customers to order whenever they want and need to.
- **Customer Flexibility:** Customers can manage and amend own account details.

The Background

Homecare Medical Supplies is a fully owned Irish distributor of medical equipment and consumables for over 28 years now. The company distributes both own brand and supplier branded products to nursing homes, the HSE, retail pharmacies and general practitioners throughout Ireland.

SOLUTION

Brightpearl by Sage

BENEFITS

- **Faster Order Processing:** Orders can now be placed digitally by the customer
- **Increased Sales Orders:** Online & offline access to complete the product catalogue
- **Lowered Admin Costs:** Less time spent on the phone and re-keying orders
- **24/7 Self-Service Ordering:** Customers can now place orders, view orders and manage accounts online.

COUNTRY

Ireland

Homecare also operates a 'Hire Solution' which supports healthcare providers and carers with medical equipment, to bridge the gap, in helping loved ones return to the comfort of their own home.

Homecare had a standard B2C focussed retail eCommerce site in place. They knew that they could future-proof and grow their business further if they upgraded their existing solution in order to have the ability to supply both the B2C and B2B market.

They already had a retail catalogue and retail pricing available online but knew they would need to be able to offer the flexibility of customer-specific pricing for the B2B trade.

Implementing this type of system would not only require an experienced eCommerce partner but a digital ordering platform that could cater to both B2B and B2C while offering the best customer experience possible.

Experlogix Digital Commerce's B2B eCommerce Solution

After researching the market for a solution, Homecare Medical partnered with eCommerce experts Experlogix Digital Commerce Software.

Experlogix Digital Commerce had the knowledge and experience within the B2B eCommerce market to deliver a digital ordering platform that could easily meet Homecare Medical's requirements and they have a proven track record of working with clients who use the Sage 200 system.

Their successful partnership has resulted in a fully branded, responsive and user-friendly eCommerce site being created for Homecare Medical Supplies.

The Experlogix Digital Commerce solution acts as both a retail site where visitors can view the product catalogue, pricing, sign up and process an order in minutes. There is a login section for trade users to access their order history, view customer-specific trade pricing and create a new order based on previously saved orders.



Experlogix Digital Commerce's solution delivered a digital ordering platform that met Homecare Medical's requirements integrating with the Sage 200 system.

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Get Started

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