



HEALTHCARE PRODUCTS CASE STUDY

Bausch + Lomb Increases Productivity and Improves Customer Service with Logistyx Solution

BAUSCH + LOMB See better. Live better. Bausch + Lomb, headquartered in Quebec, Canada, is one of the world's largest suppliers of contact lenses, lens care products, pharmaceuticals, intraocular lenses, and other eye surgery products.

As one of the most highly respected and well known healthcare brands in the world, Bausch + Lomb need to ensure that the distribution of their products is smooth and seamless to maintain their integrity in the industry and keep their customers happy.

However, a complex in house system combined with huge growth within the organization was making this difficult to achieve.

Having developed their own distribution tool in an attempt to streamline the order process, Bausch + Lomb were faced with all sorts of problems soon after implementation.



CHALLENGE

Bausch + Lomb were using 25 different carriers, each with their own different services – 24hrs delivery, 48hr, pre 8, pre 10, etc. Each carrier uses a specific type of bar code and codes were not always compatible with Bausch + Lomb's software.

Label maintenance for such a large number of carriers was costing the company a lot of money and was extremely labour intensive.

"GSA's reporting capabilities allow me to get all the performance data I need at the touch of a button."

— Patrick Bos, EMEA Distribution Manager

They needed a system that could link all their carriers and enforce carrier compliance.

Before GSA, Bausch + Lomb had to track 1000's of items every week all on different carrier sites. This was extremely time consuming and costly. The system was unable to track orders all the way through the delivery process and Bausch + Lomb couldn't confidently inform customers of exact delivery times.

They needed to streamline their processes so that they could efficiently manage distribution and improve the information flow.



SOLUTION

- GSA supports the tariffs, services and special fees for all carriers and lines the information so that it is accessible under one complete system. This eliminates the need to work on different carrier sites and in different languages.
- GSA produces all the appropriate shipping documentation including labels, manifests and commercial invoices, eliminating manual document production.
- GSA's reporting capabilities allows Bausch + Lomb to access all of the performance data they need so that they can provide the right information to the right people when they need it.

RESULTS

- **GSA has standardized Bausch + Lomb's distribution.** Operations are much more seamless and efficient, they have seen a huge improvement in visibility and a reduction in their costs.
- **GSA provides Bausch + Lomb with full visibility from order to delivery all on one platform.** This has saved them a lot of time, as previously they were tracking orders on each individual carrier site.
- **GSA has helped Bausch + Lomb to increase productivity** saving at least 1/2 day in labour costs every week

- **GSA's tracking capabilities allow Bausch + Lomb** to keep their customers up to date with shipping statuses.
- **Customers know exactly when to expect their deliveries and are kept informed of any delays.** As a result, Bausch + Lomb have seen much improved customer satisfaction rates.



GSA has helped Bausch + Lomb to increase productivity, saving at least 1/2 day in labour costs every week.

ABOUT LOGISTYX TECHNOLOGIES

Logistyx Technologies offers flexible multi-carrier shipping software solutions that help companies reduce order-to-delivery costs while boosting efficiency and choice. For more information, visit www.logistyx.com.



Contact Logistyx to streamline your shipping operations.

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