



ABOUT THE COMPANY

London Drugs is one of British Columbia's most trusted brands. One of the things that makes them unique is that, in addition to typical drugstore products, they also are one of Canada's largest retailers of computers and big-screen TVs.

INDUSTRY : Retail

TECHNOLOGY

- Kibo
 - Salesforce
 - Corporate Courier
 - Canada Post
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WESUPPLY PRODUCTS USED

- Branded Tracking Experience
 - Split Shipment View
 - Proactive Notifications via Email & SMS
 - Buy Online Pickup in Store (BOPIS)
 - Buy in Store Ship to Home
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London Drugs: Managing Customer Experiences in an Omnichannel World

CHALLENGE

London Drugs recently replatformed from their legacy system to Salesforce Commerce for the frontend customer experience and Kibo for their Order Management.

Due to the complexity of the business, orders are fulfilled from multiple locations creating split orders and additionally split shipments under each order. While this solution worked well from a logistics perspective, London Drugs was not able to pull back into SFCC all the order changes and updates from Kibo to present it to the customer, even more, to notify the customer about the status of their order.

While this was already a big challenge for them, London Drugs also uses a fleet of over 800 drivers and bicycle couriers for same day delivery; - a solution that did not have a traditional way to track orders based on a simple tracking number.

SOLUTION

WeSupply developed a custom integration for London Drugs' that connected an omnichannel strategy that has many facets. By Working with Kibo and Salesforce, WeSupply helps London Drugs improve the buyer's experiences across all touchpoints providing a branded order lookup interface, in store pick up and curbside experiences and proactive SMS and email alerts from the time a customer presses 'buy' until the package is delivered.

By implementing WeSupply London Drugs was able to:

- To connect the dots of many systems: Kibo, Salesforce, Corporate Courier, and Canada Post
- To help customers stay updated throughout the post-purchase journey
- To Improve the omnichannel shopping experience
- To create a seamless pickup experience

THE BOTTOM LINE

The London Drugs omnichannel strategy is by far one of the best in business. At the core, London Drugs' omnichannel strategy focuses on adding value to the customer experience and this is where all retailers must also focus their efforts.