

CASE STUDY

iHealth Fulfillment USA



iHealth Fulfillment is an established third-party services provider that offers a unique delivery experience for the nutraceutical and health supplement market. iHealth also offers vitamin and cosmetic fulfillment services. They are recognized for their quality experience to customers and for stable and reliable services to vendors.

iHealth Fulfillment facilitates a robust multi-channel order processing and distribution platform that seamlessly integrates with sales channels. They also offer expert call center services for a great customer experience. iHealth Fulfillment excels in superior distribution services for eCommerce products using a flexible order management platform with an optimal delivery experience for customers.

iHealth brings together the expertise of independent marketing and advertising experts in deploying their services with a unique customer service experience. The Fulfillment services company markets and sells more than 70 products across 54 markets through distributors and/or directly to the consumer.

To achieve this effectively, iHealth's team requires easy access to large volumes of data and comprehensive reports generated from the data in a consumable format. They require reliable analytics to predict business and marketing trends, understand customer preferences and campaign performance.

Challenges

- 1 iHealth has a vast array of products that are marketed across 50+ websites leading to a huge volume of data that could not be processed by the traditional SQL set-up
- 2 The team needed all the disparate data to be accessible in one place to be able to obtain reports easily
- 3 They required reliable analytics in order to gain business and customer insights
- 4 iHealth also needed an efficient way to identify campaign performance, product performance and to manage the data generated from different sources efficiently

Recognizing the efficacy of Centurysoft's Artificial Intelligence (AI) aided solutions, iHealth Fulfillment decided to come to us with their concerns.

Upon evaluating our products, services and integration possibilities, iHealth trusted that our solutions along with our team of experts would be the ideal choice to help address their challenges.

Centurysoft's solutions for iHealth

After a thorough analysis of iHealth's requirements, Centurysoft offered iHealth Fulfillment our Analytics & Business Insights (BI) solution.

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Centurysoft's power BI based dashboard with multiple reports helped address most of their challenges and enabled them to analyze:

- 1 Customer lifetime value
- 2 Top selling products
- 3 Year on Year (YoY) sales trend
- 4 Customer segmentation
- 5 Campaign trends
- 6 Return on Investment (RoI)

The AI based solution also helps them identify business trends, customer choices, marketing campaign performance and plan their activities accordingly.

After deploying the Business Insights solution, iHealth realized that the costs for product shipment across different country regions were too high. This led them to opt for product warehouses in several locations based on customer purchase trends.

Result: iHealth Fulfillment was able to overcome the challenges and benefit from the AI based Business Insights and Analytics solution that helped them manage the large volumes of data efficiently and utilize data for improving business strategy.