ACCELERATING API ENGAGEMENT THROUGH A SECURE CUSTOMER COLLABORATION PLATFORM

INT. ®

Google
4.0 ★★★★☆

Clutch
4.9 ★★★★★

glassdoor
4.5 ★★★★★

Countries we operate from

PROBLEM STATEMENT

A global pharmaceutical manufacturer faced persistent inefficiencies in its API (Active Pharmaceutical Ingredient) distribution and client engagement model.

Limited access to documents and shipment updates.

API customers relied on emails for orders.

Stricter access control needed for API IP.

Teams faced delays in managing escalations.

INT.'S SOLUTION

INT. developed a **secure, cloud-integrated Customer Collaboration Platform** for API clients, bringing together self-service, order lifecycle visibility, and CRM-connected workflows.

- ✓ **Self-Service Dashboard:** Product browsing, order management, role-based views

- ✓ **Trackable Workflows:** Live updates on orders, payments, and compliance keep all stakeholders informed.

- ✓ **Product Search & Complaint Handling:** SAP, Salesforce, SharePoint integration

- ✓ **Shipment & Document Center:** Complaints, documents, and delivery tracking
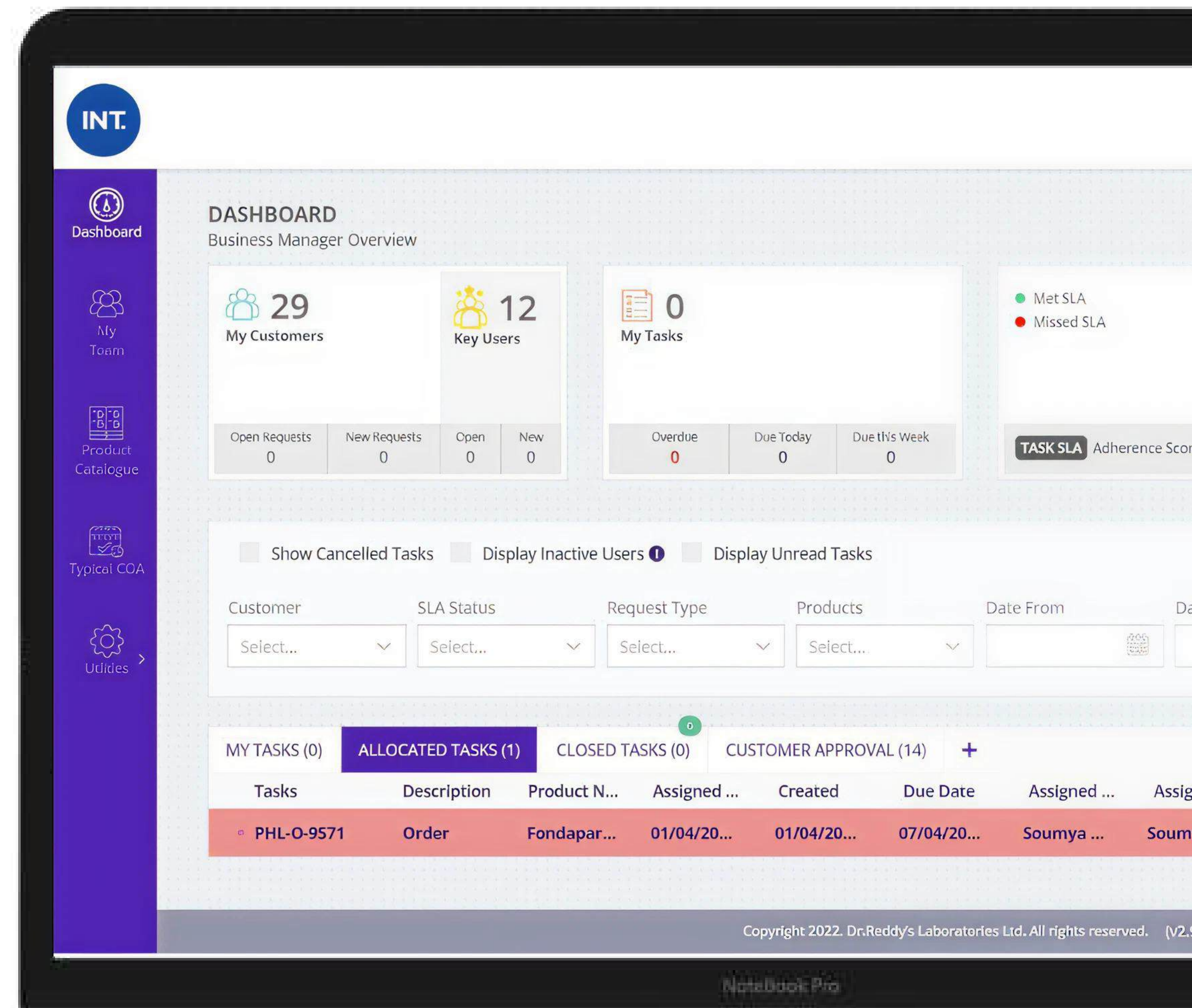
6-Step Applied Process

01
Discovery:
Conducted user interviews to map client pain points in B2B API interactions

02
Design:
Built wireframes for dashboards, order flows, and document hubs with user-led logic

03
Development:
Used modular tech with APIs to integrate SAP, Salesforce, and content management

04
Deployment:
Rolled out role-based access control and testing for internal teams + key clients

05
Adoption:
Trained API partners and client-side agents to use the portal for full order journeys

06
Support:
Enabled escalations, SLA tracking, and real-time collaboration between business units

IMPACT

INT.

25%
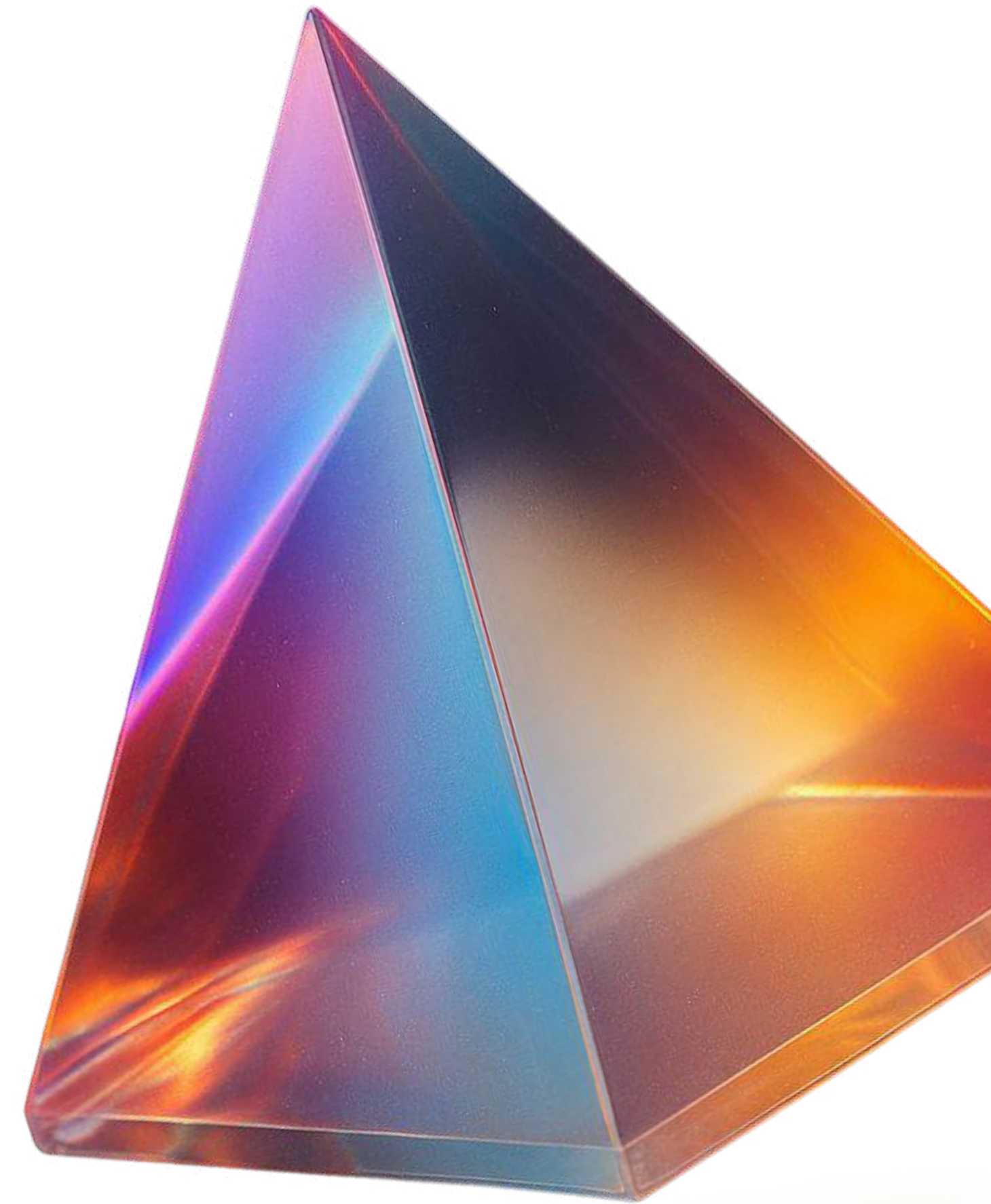**reduction in turnaround time** for order queries and sample requests

Boosted client satisfaction through transparent communication and self-serve options

Sales uplift through faster decision cycles, fewer escalations, and real-time coordination

Enhanced confidentiality of IP-sensitive APIs and documents while digitizing client access

End-to-end visibility into API order status—from request to invoice to shipment

Improved task closure rates by business managers through SLA alerts and progress boards

INT.