

## ACCELERATING API ENGAGEMENT THROUGH A SECURE CUSTOMER COLLABORATION PLATFORM



Clutch glassdoor 4.9  $\bigstar \bigstar \bigstar$  Countries we operate from





## PROBLEM STATEMENT

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

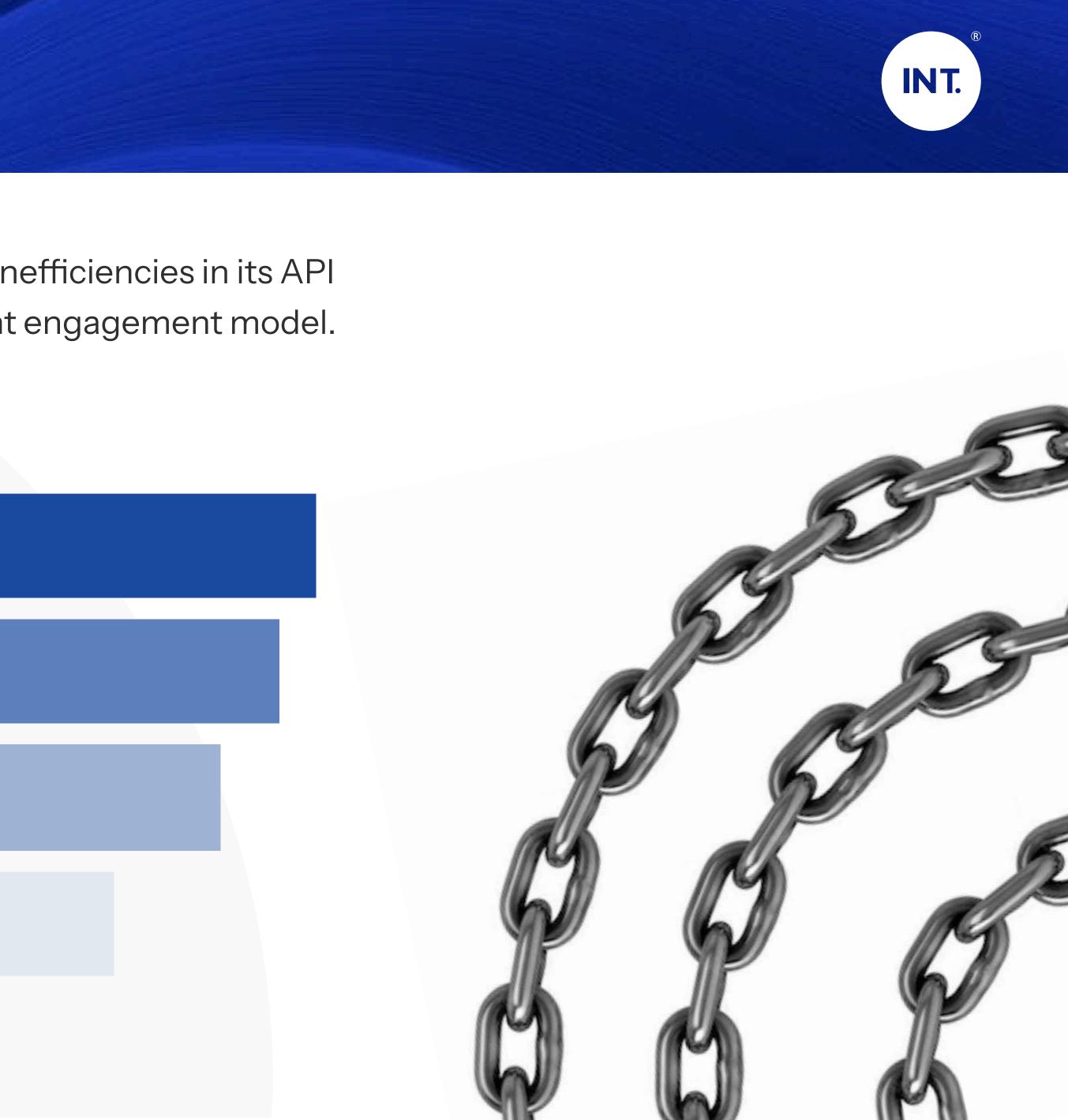
Limited access to documents and shipment updates.

API customers relied on emails for orders.

Stricter access control needed for API IP.

Teams faced delays in managing escalations.

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## **INT'S SOLUTION**

INT. developed a secure, cloud-integrated Customer **Collaboration Platform** for API clients, bringing together selfservice, 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,  $\checkmark$ and delivery tracking

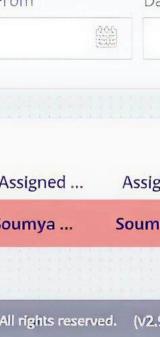
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### 6-Step Applied Process

# 01

**Discovery:** Conducted user interviews to map client pain points in

B2B API interactions



#### **Development:**

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

05

#### **Adoption:**

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

## 02

**Design:** 

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

04

#### **Deployment:**

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



#### Support:

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



### IMPACT

## 25%

reduction in turnaround time for order queries and sample requests

#### Enhanced confidentiality of **IP-sensitive** APIs and documents while digitizing

client access

#### **Boosted client satisfaction** through transparent communication and selfserve options

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

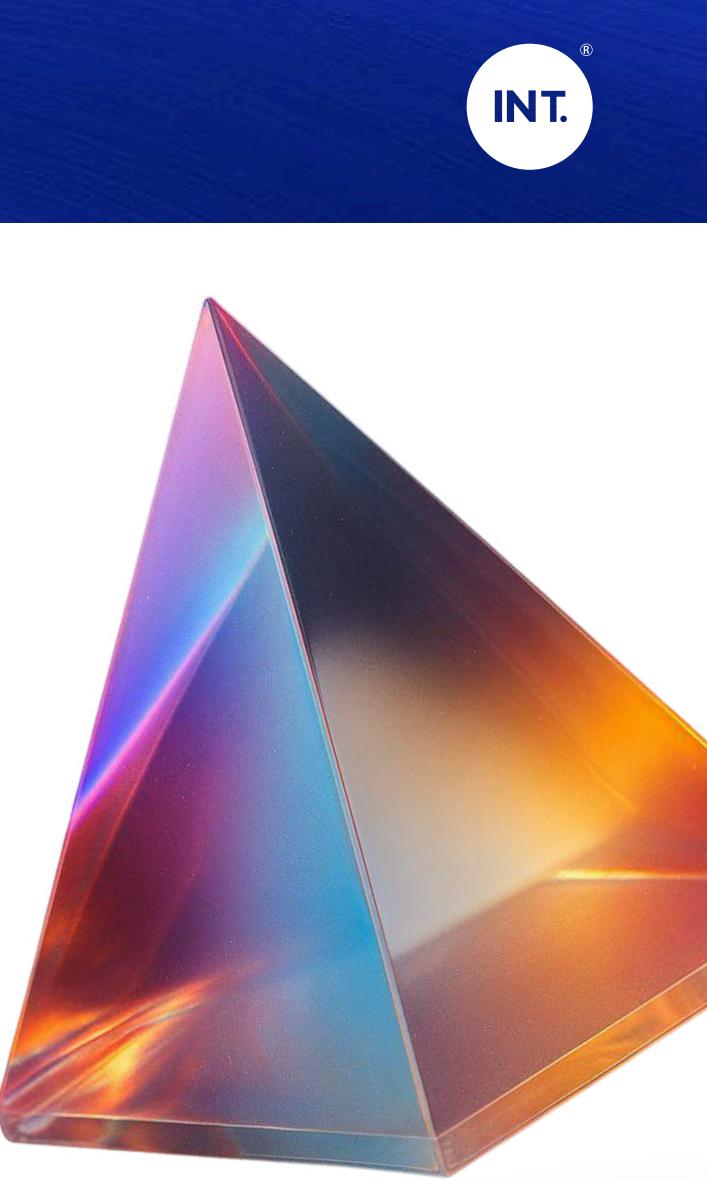
#### **Sales uplift through faster**

decision cycles, fewer escalations, and real-time coordination

# business managers through



Improved task closure rates by SLA alerts and progress boards



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