Luke Shaw: “We updated legacy technology. We needed some enterprise-level tech that could lead our digital transformation. We partnered with Accenture and with SAP Commerce to deliver a great experience – a better platform for our 1,200 first line partners and another three and a half thousand pharmacies across Australia.

We've seen a 95 percent adoption rate in the new platform, we're driving more than $2.2 million dollars a day in revenue now, and it's exceeding our expectations on what it could deliver in such a short period of time and has absolutely replaced our legacy technology as the platform of choice.

The flexibility of the platform and the great partners of Accenture and the development team that we've got have enabled us to do three-week sprints to make the changes that we thought were a great idea and have seen the improvements in the platform.

We've saved about four and a half thousand dollars a month in customer service time and effort by automating our returns policy or a returns process by enabling self-service reporting for our stores so they can report on what they want, when they want and how they want.

Our communications technology as well has enabled franchise partners to choose what information they get, where and how frequently, so that means they don't have to call into our customer service anymore to get the information that they want. It’s available when they want and where they want.

Qualtrics has been great to give us a direct insight to what our customers want. We've developed the platform with what we think they wanted for it for a year, and that's been great, but now we get to ask directly on where do we go next – “What do you want exactly?” – and then obviously shape the direction that we're going. And their promoter scores have climbed by over 40 points in the last nine months or so by delivering on exactly what our customers want rather than what we think they want.

Ultimately, the way that that information is presented is great. I can take it across my business, both up and down the chain to show how those changes are making an impact to our customers in a really easy to understand but incredibly, you know – taking a lot of complex data, crunching it together to give an easy to understand, easy to explain a set of graphs and images that make it simple for anybody to see if you’re doing the right things or not.”