

A Complete Customer Experience Front to Back

Unlocking the power of the digital world to connect suppliers and customers

CHALLENGE

Until recently it was hard to ignore the gap between how we shopped at home and how we shopped at work. Consumers could point and click at home to buy products made with ingredients we distribute, with delivery in record time. But for manufacturers and producers looking to buy the ingredients and specialty chemicals to make those consumer goods, the purchasing experience was decidedly less automated and optimized. The industry was clamoring for new and better ways to do business: more point and click, less face to face; more safety and security, but also more convenience. Univar Solutions was up to the challenge, investing heavily in digital tools and minds to transform our business and the industry, reimagining distribution as an online chemical and ingredient distributor.

SOLUTION

We focused on three essential areas of the customer experience to allow for a completely digital experience from the front to the back of the enterprise: **digital demand** uses the power of data to understand customer and supplier needs and behaviors; **e-commerce** optimizes interactions and relationships with them; and compelling, connected **back-office capabilities** deliver transformational value and service excellence.

Today, digital demand tools enabled with advanced analytics and artificial intelligence allow customers to accelerate product development and suppliers to reach more customers, target better prospects, and then engage them with sophisticated digital and trend marketing campaigns. New e-commerce sites and spaces allow an always-on shopping destination, a virtual mall with numerous entry points for chemical and specialty ingredient shoppers. And next-level back-office operations offer an “Amazon-plus” experience, so named because not even retail giants offer purchasers the order details and supporting product information now available for Univar Solutions partners.

RESULT

Our commitment to cutting-edge digital solutions continues to pay dividends, offering more and enhanced ways to connect with key audiences and each other. With strong and continuing investment in digital tools and minds to keep the momentum going, Univar Solutions is unlocking the power of the digital world as a leader in the future of distribution.



At a Glance

Recorded Benefits

- Leverages artificial intelligence and advanced analytics to help connect suppliers and customers
- Offers an always-on, virtual mall with multiple entry points so users can search, source, and self-serve
- Provides ‘Amazon-plus’ fulfillment information, putting history, safety, and tracking data at your fingertips

Challenge

Use digitalization to drive an automated and connected customer experience for chemical and specialty ingredient shoppers.

Solution

Digital demand plus e-commerce plus back-office tools equal a complete, full-service customer experience.

Result

Our digital solutions close the gap and in places exceed the largest retail buying experience in distribution; work continues to add new and innovative features to keep the momentum and progress going.

Want to learn more about how partnering with Univar Solutions can enhance your bottom line and help you reach your business goals? [Read the full article here.](#)