UNBXD

natural chemist
integrative pharmacy

Natural Chemist effectively organizes product information with a PIM solution.

About Natural Chemist

Natural Chemist is a health clinic and an integrative pharmacy platform where you can get all your traditional prescription medicine as well as natural health, skincare and household products all at one place. They are a family run business based in Australia. Their team includes pharmacists, naturopaths, nutritionists and other qualified practitioners who are all there to ensure you get the best health care. They serve you in-person as well as consult online through phone, text, fax, email, skype, and social media.

What they do!

Natural Chemist is a compounding pharmacy providing medicine for tailored requirements

🌿 They consult on mainstream as well as alternative medicines

🌿 They supply all prescription drugs including PBS and private medication

🌿 They stock all brands of Practitioner-grade supplements

🌿 They deliver made to order herbal medicines

What was the challenge?

Pharmaceuticals sales increased exponentially during Covid, and with more people purchasing medicines online there was a need for real-time updates of medical products from numerous suppliers in a single unified platform. For a futuristic

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company providing integrative solutions to healthcare like Natural Chemist, it became important for them to have a well oiled PIM solution in place. They required a platform for data clean up, enrichment and normalization across brands and categories, all to be managed from a single source of truth. This platform would allow them to create and manage product information in multiple BigCommerce stores, for example, managing new and existing products, reflecting price changes on the platforms, automating updates of live inventory from multiple suppliers using customs apps and APIs to connect to other databases. They needed a solution to showcase product attributes like vegan, gluten free and other custom properties that might otherwise be difficult to classify in a systematic manner causing a bottleneck for the quick market readiness of the products.

Why Natural Chemist chose Unbxd PIM?

Unbxd PIM has integrations with multiple ecommerce platforms. Natural Chemist first saw Unbxd PIM listed in the BigCommerce app store. One of the biggest selling points for Natural Chemist was the native integration Unbxd PIM provided with BigCommerce which made it extremely easy for Natural Chemist to import and export product data between the platforms. The Unbxd team audited their current data management system and had a dedicated CSM personnel and product expert help them set up their system within the PIM platform.

Roadmap to transforming product information into dependable data across platforms

Here are some of the key Unbxd PIM features that were used to implement the solution to regularize and digitize information effectively to provide a powerful product experience on the product details page:

The import solution

1. Import modules and adapters to collect and enrich information and from 4 main sources – Oborne suppliers, BigCommerce product, BigCommerce Sandbox and SKU Vantage.
2. Schedule imports for automated and live inventory updates
3. Ability to skip imports of selected products into the platform

The enrichment solution

1. Native excel mode for quick updates and bulk data enrichment
2. Product segmentation and classification using static and dynamic groups
3. Readiness reports and validation checks for data entry, task completeness and correctness
4. Readiness check for BigCommerce product parameters

The export solution

Natural Chemists used multiple custom adapters for various use cases while syncing products to BigCommerce. Here are some adapter use cases:

The export solution

1. Using multiple product attributes and transforming it into a rich product page using tabs and flags for end consumer

2. Validating auto-populating fields

3. Pre-order and availability management

4. Digital Asset Management (DAM) and associated meta information for product SEO

5. Dynamic price updates, sales and campaign automations

How Natural Chemist reduced time to market with PIM automations?

They created workflows for:

1. Automating enrichment routines via task template workflows

2. Automated exports of reviewed products to relevant BigCommerce platforms

3. Management of products not supported for free deliveries thereby reducing inadvertent costs

4. Bulk updation or deletion of products, properties and categories.

5. Automated sales price management using workflows - displaying discounts and sales tags.

Increased cross team collaboration and task management

Natural Chemist team admin can assign roles and permissions for different modules and attributes to team members based on their tasks and engagement level.

Every activity in the platform can also be monitored in order to keep track and maintain transparency in the process which in turn helps smoothen the collaboration process.

These solutions established a system for cleaner, efficient product information that was ready to go to market in multiple BigCommerce platforms with little manual intervention post set up. Before the Unbxd PIM solution, managing data this way was near impossible and required an extensive use of resources.