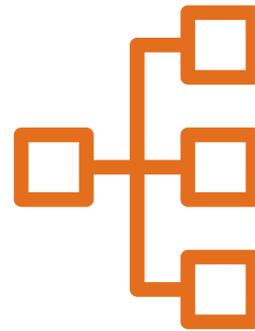


FROM PRODUCT LABELS TO CUSTOMER FEEDBACK: EMPOWERING VITACO WITH STREAMLINED DATA MANAGEMENT SOLUTIONS

For an organisation like Vitaco—a health and wellness company operating a network of well-known brands across Australia, New Zealand and South East Asia—the need for high-quality data management software is critical.

From ensuring accurate, up-to-date and compliant data for product labels to dealing with customer feedback about its products, Vitaco looked to Bizcaps for streamlined solutions that would enable the company to manage its day-to-day data requirements with ease.



ADDRESSING THE URGENT NEED FOR EXTENDED LABELLING INFORMATION

Vitaco approached Bizcaps with a pressing challenge; its health food and supplements brand Healtheries needed to meet new extended labelling data requirements set out by Foodstuffs—New Zealand’s largest grocery distributor—for four new products, due to be launched in a very short timeframe.

The expanded product data requirements involved information that differed from the standard logistical data currently supplied to Foodstuffs via the National Product Catalogue (NPC), with new fields such as food star ratings, allergens and nutritional information for consumers.

Vitaco required a fast solution that would make it simple to obtain and share the additional data requirements (up to 200 data elements per product) to both the NPC and the Foodstuffs National Product Information Management (Nat PIM) system.

SOLVING THE CHALLENGE OF CUSTOMER FEEDBACK HANDLING

In a separate area of the business, Vitaco required a centralised platform for customer feedback that would allow relevant team members to assess, investigate and resolve product issues quickly and effectively, as well as provide a means to store the data for reporting purposes.



ACROSS THE LINE IN TIME FOR PRODUCT LAUNCH

A certified NPC solution provider, Bizcaps was able to work with Vitaco to identify and source the expanded product data elements, then populate both the NPC and Foodstuffs' Nat PIM system, ensuring full compliance with all requirements.

With this expanded product data support solution in place, Vitaco successfully met Foodstuffs' requirements within the desired tight timeframe—a confirmation email from Foodstuffs was received on the day of launch stating that all new products had been enriched and approved.

As a result, Vitaco avoided the unwanted consequences of missing the launch deadline, such as missing out on product sales, facing increased marketing campaign expenses, and paying additional costs for warehousing.

A CENTRALISED PLATFORM TO MANAGE FEEDBACK

To provide Vitaco with a single portal for managing and storing product feedback, Bizcaps implemented a BPM Customer Feedback solution, which served as a central repository for all customer comments and product feedback.

The creation of a streamlined business process workflow for logging customer comments enabled Vitaco to quickly and easily register feedback with accompanying photographic evidence, automate the required customer responses, and arrange an appropriate follow-up by Vitaco QA.

In addition, the Bizcaps BPM Customer Feedback solution allowed the production of monthly and yearly consolidations by issue type, as well as inputting data into a reporting application for management reporting.

“(The solution) keeps everything together ... all complaints are stored in one place and accessed by the people who need them.”

Mayada Burjony

Sports and Food Nutritionist, Vitaco

STREAMLINED DATA MANAGEMENT SOLUTIONS THAT KEEP VITACO OUT IN FRONT

As well as enabling the company to address its immediate data challenges, Bizcaps' solutions allow Vitaco to continue meeting its product data and customer feedback requirements.

The expanded product data support solution makes it easy to stay on top of dynamic and frequently-changing product information, enabling Vitaco to provide accurate and compliant data to both the NPC and Foodstuffs at all times.

And when it comes to product feedback, the ability of the Bizcaps BPM Customer Feedback solution to store and maintain historical data means that the Vitaco team can now easily access this information for analysis and continuous improvement.

“When the new requirements were first sent through, it was very difficult to navigate ... Bizcaps was able to provide us with a simpler process that made it easy and much more efficient to establish the required values and supply the data.”

Iris Huynh

Technical Coordinator, Vitaco

ABOUT VITACO

The Vitaco journey began with the establishment of Healtheries of New Zealand in 1904. From these humble beginnings, Vitaco is held in high regard as the home to Australia and New Zealand's most trusted health food, sports nutrition and supplements brands—Musashi, Aussie Bodies, Nutra-Life and Healtheries.

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