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# Introducing Single Purpose View

Elevate your customer experience  
with real-time shipment visibility.

**Controlant's Single Purpose View is a simplified shipment view aimed to help logistics service providers (LSPs) transform their services to their pharmaceutical customers.**

In the pharmaceutical industry, the importance of customer experience cannot be overstated, as it directly impacts patient well-being and the industry's reputation. To ensure the best possible customer experience, pharma companies need logistics partners who understand the unique requirements and responsibilities of the pharma industry.

Together, they can ensure the safe, timely, and reliable delivery of medications, while upholding the highest standards of patient care and regulatory compliance.

Effective collaboration with LSPs who specialize in cold chain management is essential to maintain the efficacy of these products and ensure patient safety.

This is where Controlant's Single Purpose View comes in. Having easy access to critical information on their shipment, such as status, location, or temperature, can mean the difference between a precious cargo of medicine arriving in time versus being wasted due to temperature excursions or incorrect shipment handling.

Single Purpose View also provides a self-service mechanism allowing for a smooth customer experience and reduction in manual tasks, which generates higher ROI and less product waste.



# Extend access to real-time shipment data

In a nutshell, Single Purpose View enables users to share a simple view with customers to provide them with information such as shipment status, location, condition, and other parameters – shipment information that is critical for pharmaceutical companies.

This helps LSPs better serve their pharma customers, giving them more autonomy and self-service capabilities to lower operational costs, and reducing the risk of human error leading to support escalations and product loss. With Single Purpose View, LSPs can provide customers with the immense value of being up to date with shipment status and ETA.

## Proven benefits of Single Purpose View:



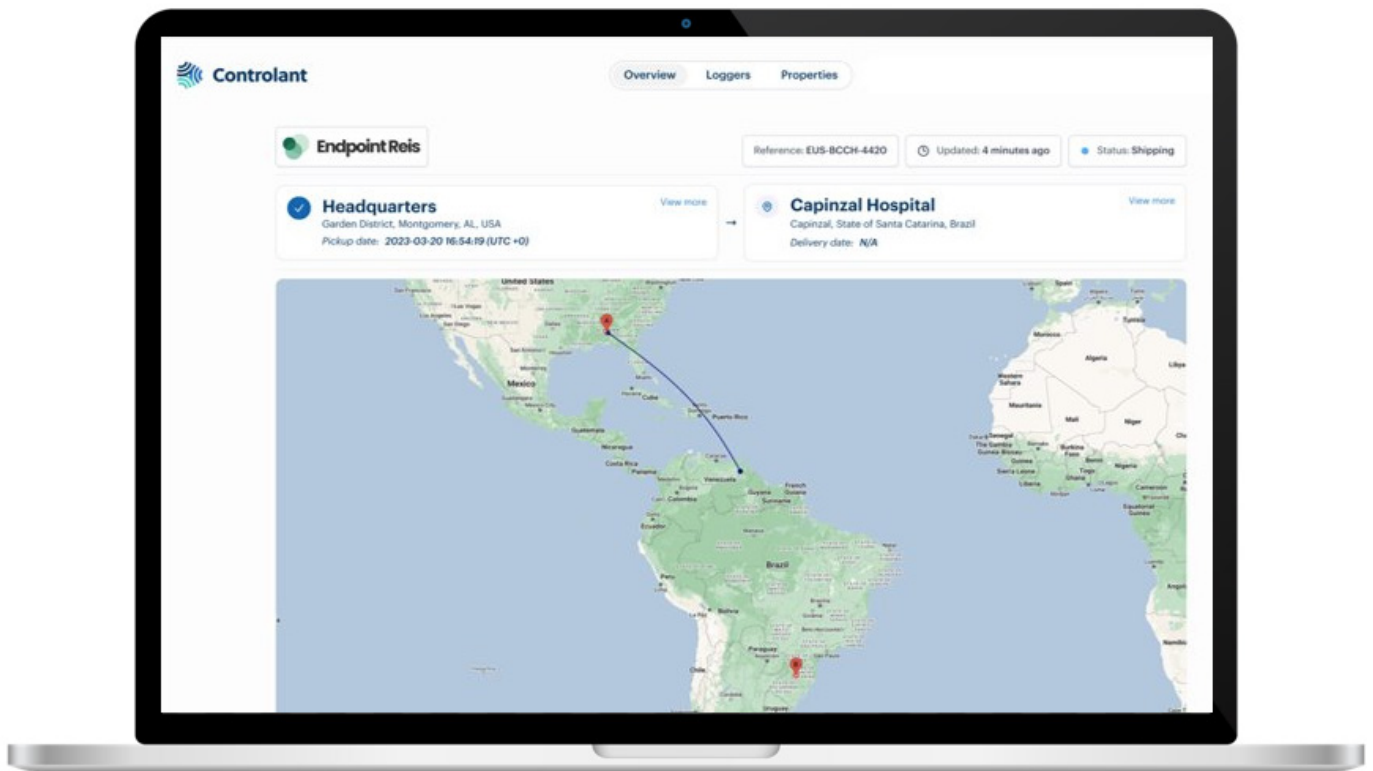
**85% reduction in customer service time**



**Higher NPS and customer retention**



**Less risk of spoilage and other issues due to human error**





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# Solving key pain points

When it comes to serving the pharma industry, we identified pain points for LSPs that highlight the value of enabling transparency and peace of mind across all stakeholders.

The ability to automatically share shipment overviews, maps & graphs through a customizable, view-only webpage helps solve these challenges:

## **Labor-intensive manual process**

Sharing shipment data is predominantly a manual process that's hard to scale and strains support networks.

## **Limited self-service**

Customers have limited and delayed visibility into shipment information, causing frustration and limiting their ability to act.

## **Lack of transparency**


Real-time visibility is only as valuable as it is transparent. Without an easy way for customers to track shipment locations or detect any issues, they cannot optimize timelines, budget, or planning.

## **No company branding**

It's not always possible to brand shipment information that you share manually.

For more information: [controlant.com](https://www.controlant.com)

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*“Technology that provides reliable, real-time monitoring data is an increasingly important part of an effective logistics operation, particularly because the products we are handling today are more complex and sensitive. By adding Controlant’s technology to our packaging, we are creating a new standard for tracking in the pharmaceutical logistics industry and providing our customers with enhanced logistics support.”*

**Simon Brinckmann, Senior Director of Business Excellence & Innovation at World Courier**