

Case Studies:

Enhancing Infant Formula Security and Customer Loyalty



Infant Formula Industry

Overview

Global presence in over 160 countries, dedicated to developing innovative products and health technologies for better health.

Business Objective

- Counterfeit prevention
- Complete visibility of product movement
- Improve business insights
- Link with the current CRM system for loyalty management
- Support multiple countries' roll-out through a cloud-based solution

The Solution: AccessReal Cloud Anti-Counterfeit Solution

In addition to the previously listed solutions, we were able to integrate with their existing CRM system to deliver a seamless digitalized loyalty incentive with every verification.

Business Impact

- Improved product positioning with valuable business insights.
- Timely damage control and effective product recalls build customer trust.
- Cost-saving and ease in loyalty reward procedures.