

Digital Pivoting in the age of COVID



Company 'S', a premium skin care manufacturer was hit by the pandemic. With the freeze of patient visits to doctors' offices, Company 'S' was unable to sell and distribute their product through their existing channel.

Company 'S' partnered with 5P to re-engineer their digital platform into a D2C model:

- Redesigned Company 'S' Salesforce B2B processes and functions into D2C for sales operations, customer service and marketing.
- Fully architected and integrated an end-to-end solution with ERP, Shopify and predictive analytics.



20

Days to pivot to
D2C

73%

of sales are now direct to
consumer