SIEGWERK

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Siegwerk Launches Real-Time Order Tracking Feature on its Customer Portal for India

World-class e-commerce solutions for Indian customers with 24 x 7 live ordering and tracking features.



Siegwerk one of the leading global suppliers of printing inks for packaging applications and labels headquartered in Germany, has launched a new real-time tracking feature on its SAP based online customer portal. Siegwerk India customers ordering on the Siegwerk portal can now get a state-of-the-art eCommerce user experience and need not be worried about order delivery status. The real-time tracking feature is an addition to the complete contactless order management facility on the Siegwerk customer portal. Customers will experience a world-class interface with live 24x7 monitoring from the time of placing the order through the delivery.

According to research estimates, the global packaging printing ink market could reach approximately $13.45 billion by 2026. Experts predict India to be a significant contributor to this figure. Due to the pandemic, in last 12 months businesses have struggled to provide seamless, contactless order delivery systems. The packaging industry is no exception. While consumers are ordering more products online, the demand for packaging materials, labels, and printing inks has seen an increasing trend.

Siegwerk's real-time tracking feature makes the ordering process quick for customers. Previously, customers had to spend time and manpower in painful delivery tracking methods that often resulted in reduced efficiencies and unreliable results. Delays and uncertainties in transportation made the process cumbersome. The process of tracking now takes almost zero time, and Siegwerk's new feature makes it possible with just a click on real time basis. Once the customer places an order on Siegwerk's customer portal, they receive a confirmation number and an order confirmation detailing the order. They also receive the details of when the consignment will be ready for dispatch. Track and Trace feature enables them to see the vehicle tracking number and a live tracking button on the portal against their order as the consignment gets dispatched. Customers will receive constant updates throughout the process.

Speaking on the launch**, Mr. Ramakrishna Karanth, CEO Siegwerk India** said, *"We have constantly aimed to make our processes easy for our customers. Launching our digital customer portal was a crucial step in this direction. We, at Siegwerk, have not only adopted Digitalization as a core element of our strategy but also taken steps to digitize our customer strategy and assisting our customers into our day-to-day digital operations, digitizing the order processing interface which will lead to ease of operation, enhancement of transaction speed, and real time data on the status of orders. With many 'firsts' in the industry from Siegwerk, Track and Trace is yet another first-time implementation of real-time online tracking of orders."*

"Track and Trace, which is a useful feature of our Customer Portal, is first of its kind in India as far as Inks & Coatings industry is concerned. It is a value-add service & provides multiple benefits to the customer, such as Real-time visibility, Data Insights, Reducing handoffs and non-value-added time, Predictive supplies, etc. The encouraging feedback for the dedicated customer portal motivated us to add this pioneering Track and Trace feature to the Customer Portal, " added **Mr. Ashesh Mukherjee, Vice President Sheetfed BU at Siegwerk India**.

Siegwerk launched its customer portal in India last year, which is an online ordering platform for its customers in India aimed at providing a complete contactless order management facility starting from placing orders to making payments online and now adding to the delivery status too. The unique customer portal is available 24x7, 365 days to ensure a seamless order management service to customers.

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