

Digital Commerce: Expanding the J&J Customer Connect Ordering Platform

THE SITUATION

Johnson & Johnson's Consumer products customers needed a reliable, scalable digital ordering channel. The existing Johnson & Johnson Customer Connect (JJCC) platform had the foundation but required expansion to serve a broader customer base and product range in the Consumer segment, where ordering behavior and fulfillment needs differed from other J&J divisions.

WHAT WE DID

Led the scoping, design, and execution of the JJCC platform expansion for Consumer products. Aligned stakeholders across technology, operations, and commercial functions to define requirements and deliver an expanded digital ordering experience.

OUTCOME

Expanded the JJCC platform to serve a broader range of Consumer product customers, improving ordering access and fulfillment efficiency for the segment.