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Globyz Biopharma CEO: TraceLink MINT Helps 3PLs Attract and Retain Customers



Salman Pathan, CEO of Globyz Biopharma, explains why seamless digital integration with customers is crucial for third-party logistics providers (3PLs). He details the strategic initiatives Globyz Biopharma is implementing to attract and retain clients, which include digital integration capabilities that provide customers with real-time inventory and shipment visibility. Pathan also highlights the transformative impact that **TraceLink MINT** can have on 3PL operations. Watch the video to learn more!

Video Highlights:

00:20 - Why is digital integration with customers critical for 3PLs?
00:49 - What steps are you taking to attract and retain customers?
01:40 - Why will TraceLink MINT be critical to your 3PL business?
02:24 - How does the TraceLink network impact your 3PL business?

TRANSCRIPT

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My name is Salman Pathan. I am the CEO of Globyz Biopharma Services, and we provide clinical-to-commercial life sciences, logistics, and supply management, including 3PL services.

So, it is very important for us to get digitally integrated with our customers because our customers would like to see their stock, which is lying with us. You know, they would like to see what batches, what quantity they have with us, you know, and then they would like to release the order online. So, we would like to provide them visibility to their inventory, their past orders, their invoices, and then they can make informed decisions.

We are developing capabilities so that we can retain the customers, you know, different capabilities. And digital integration is one of the capabilities, so that customers can stay with us. You know, they have access to their inventory, the data, you know, they can have access to their data any time they want. That increases the relationship with our customers so that they stay with us.

So, customers need data right away, right? And if you provide them access to our system directly, they can see the information they need right away, such as their inventory, lot number, expiry, and they can release the order, they can see what orders they have placed in the past. They can access the invoice online, and it helps them make the decision faster in real time. And it gives us an opportunity to build a good relationship with the customer and retain them.

Digital integration is a competitive advantage for us because the entire industry is going digital, and the client would like to access their inventory online and place the orders. Having a digital system integrated with the customers gives us that advantage so that, you know, we can develop a good relationship with the customers.

MINT is important to us for our 3PL business because it provides a platform to integrate our customers and stakeholders, because it provides visibility, it provides

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automation, it avoids manual work, and it is really nice to have MINT as a platform.

The TraceLink network gives us a lot of visibility into our inventory stocks and orders, which increases access to information, and it can basically help us make real-time decisions.

VideoMINT for LogisticsSupply Chain DigitalizationLogistics/Distribution, Supply Chain, Supply Relationship Management
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