



How Wheel & Sprocket Connected Salesforce and Shopify to Deliver Faster Customer Service and Frictionless Cycling Commerce

Wheel & Sprocket has spent decades building trusted relationships with cyclists through expert service, bike rentals, and premium retail experiences. As ecommerce and customer expectations grew, service teams needed real-time visibility into Shopify orders, returns, and customer activity without switching between systems. By implementing 1440 Commerce Studio, Wheel & Sprocket unified Shopify and Salesforce into a single connected workflow. Agents can instantly access order history, inventory, fulfillment status, and customer context—reducing resolution times, improving service quality, and creating a scalable foundation for conversational commerce across every customer interaction.

50% Faster

Order resolution through unified customer data

Salesforce Native

Shopify orders and customer history in one workspace

Connected Commerce

Orders, returns, inventory, and support unified



"Connecting Shopify directly with Salesforce gave our team the visibility they needed to serve customers faster. Every order, return, and customer interaction is now connected, allowing us to deliver the personalized experience cyclists expect."

Digital Commerce Team
Wheel & Sprocket