



OSF Unify
COMMERCE
Act Smart / Think Customer

OSF UnifyCOMMERCE
Magento® to Salesforce Community Integration
User Guide

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1 Introduction

Salesforce Communities are branded spaces for your customers to connect.

The integration of Salesforce Communities into Magento enriches the Magento storefront with several features:

- ✓ Single Sign-On: the Magento storefront customer has the opportunity to go to the Communities without having to add/set any password;
- ✓ Shopping Cart: the products added to cart will be visible also in Salesforce community page;
- ✓ Add to Cart/Recommend Products: support for adding products to cart and to have recommendations directly in the Salesforce Community page
- ✓ Banner Personalization: dynamic change of Magento homepage based on the last visited topic on Salesforce Community page;

The merchant will have the possibility to configure the Salesforce Community page to have the same look and feel as the Magento storefront.

2 Magento-Salesforce Community Single Sign-On

Single Sign-On (SSO) property allows a user to log in with a single username (ID) and password to a connected system or systems without using a different username or password.

The SSO (with SAML) for Magento and Salesforce allows the Magento ecommerce registered and authenticated customers to visit one or more Salesforce Communities pages without having to log in to those Salesforce Communities.

At the same time, the Magento website registered customers do not need to set up a password to access the Salesforce Community pages because the only credentials that a Magento customer needs are the credentials used for authenticating on the Magento website.

The Magento website will act as the identity provider and Salesforce Community will act as the service provider; the login flow has to be started by Magento.

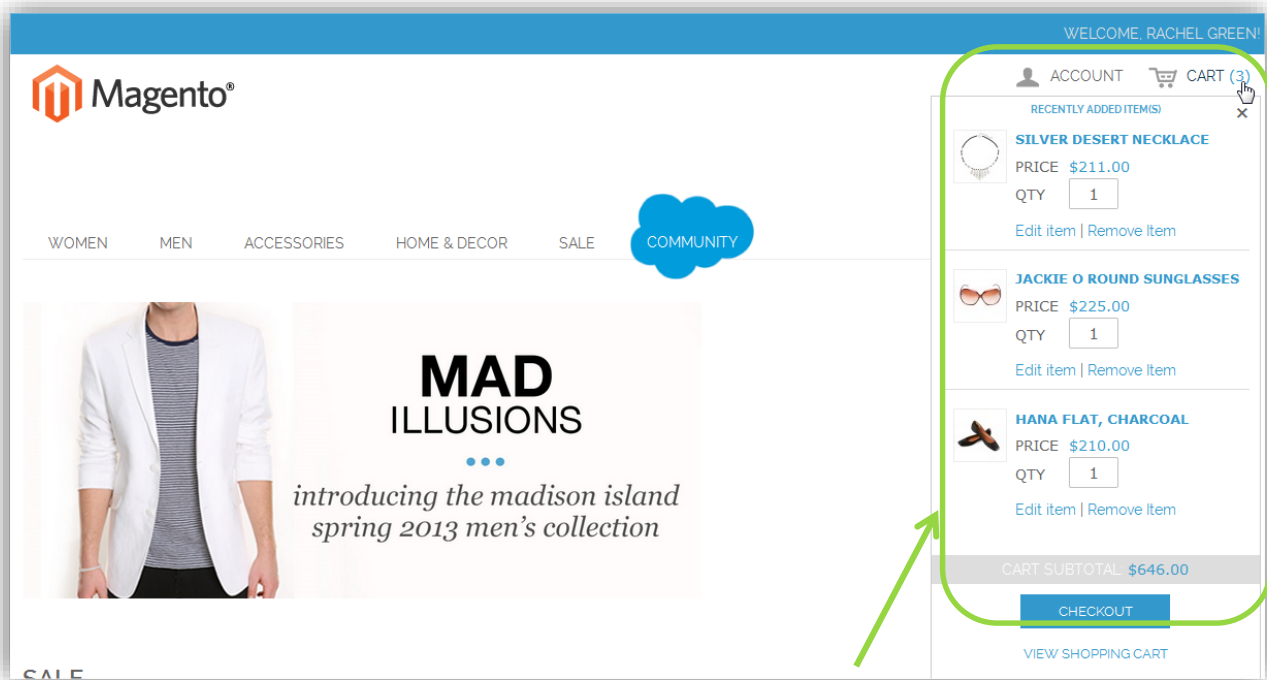
When a website is connected to a Salesforce Community, the Community icon will be displayed in the header section.



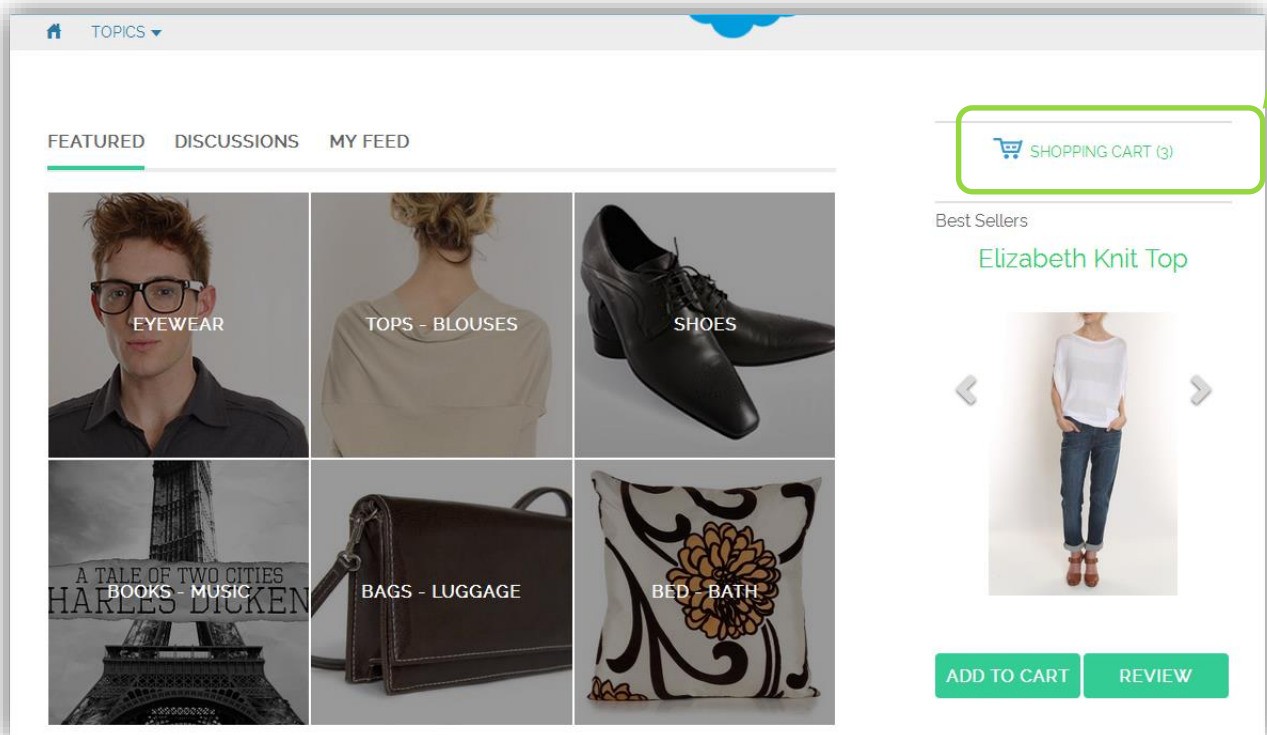
Only the logged in customers will have the possibility to go to the Community page; when a not-logged-in customer clicks on the Community icon, he/she will be redirected to the Login/Register page. After logging into the Magento storefront and clicks to Community icon, the user will be redirected to the Community page without having to add/set any password for the Community (using SSO the user storefront credentials will be used also for Community).

3 Salesforce Shopping Cart

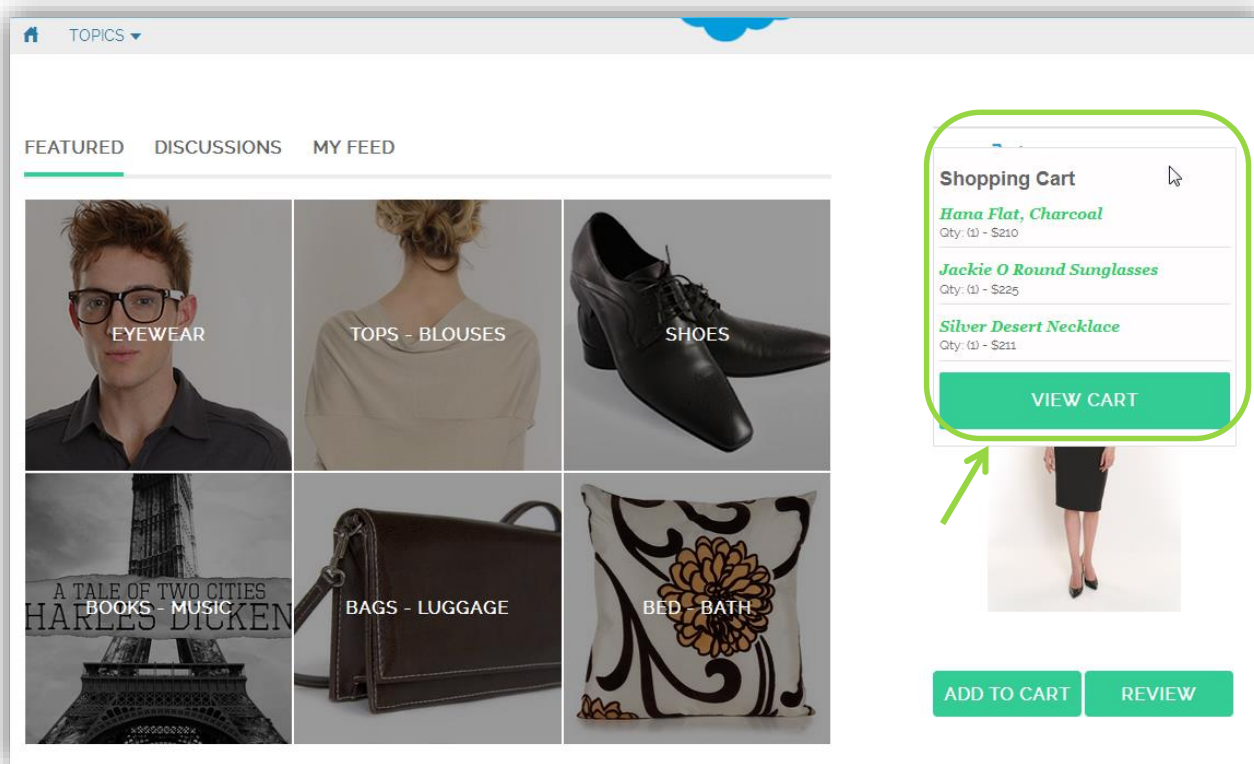
In the Magento storefront, the customers can navigate and add products to cart. When a logged in customer that already has products added to cart clicks to Community icon, he/she will be redirected to the Community page where the cart information will also be available.



In the Community page, the cart with the already-added products will be visible in the right side of the page. The total number of products available in the cart will be displayed in brackets.



On mouseover to the **Shopping Cart**, a popup will be opened and the products added in the cart will be displayed. A **View Cart** button will also be available. On click to the View Cart button, the customer will be redirected to the Magento website – Shopping Cart page.



4 Add to cart/Recommended Products

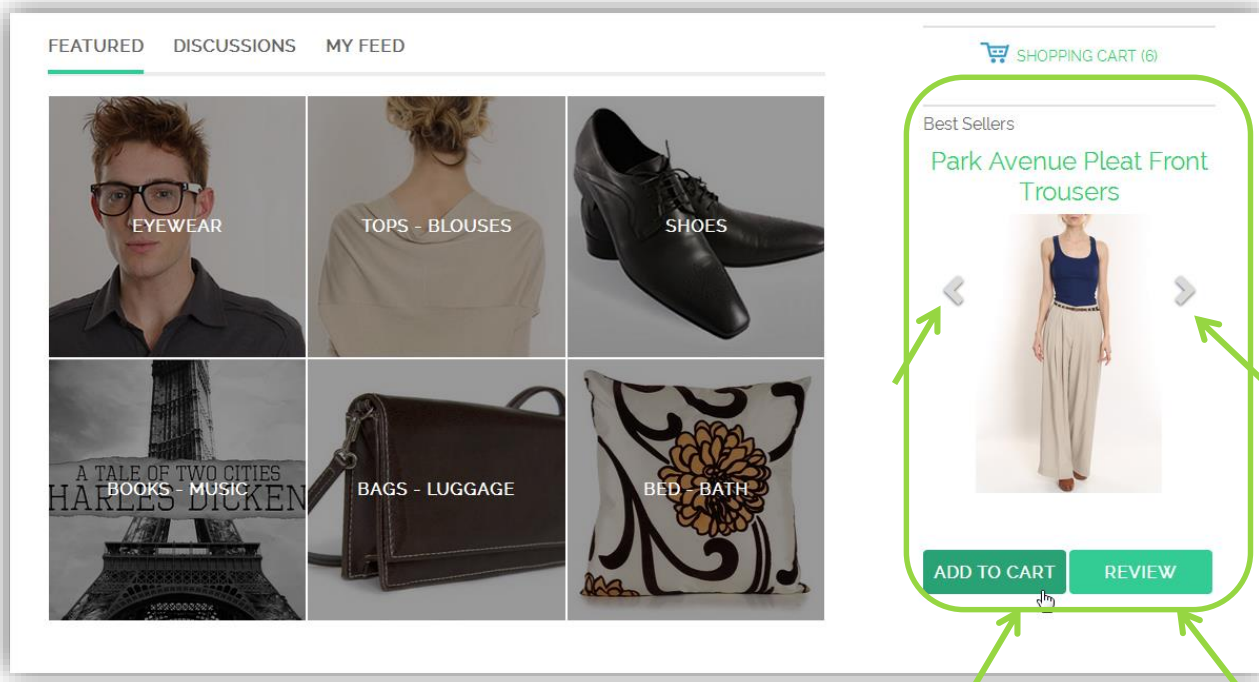
In the Salesforce-Community page, the customers will have some product recommendations available. The Recommendation section will be displayed in the right side of the page; it will be available both in the Community landing page and in the topic pages; and it will be automatically scrolled.

The merchants will have the possibility to manage the recommendations to be displayed in these pages and the recommended products will be displayed based on the topics which the customer has browsed. The products displayed on the Community landing page are the best-selling products taken from the storefront.

While inside the Community, the customer will be able to see the recommended products and he / she will be able to **Add to Cart** and/or **Review** the product.

On click to **Add to Cart**, the product will be added to the cart and the product number displayed in brackets will increase.

On click to **Review** button, the customer will be taken to the Magento product detail page – Reviews section.

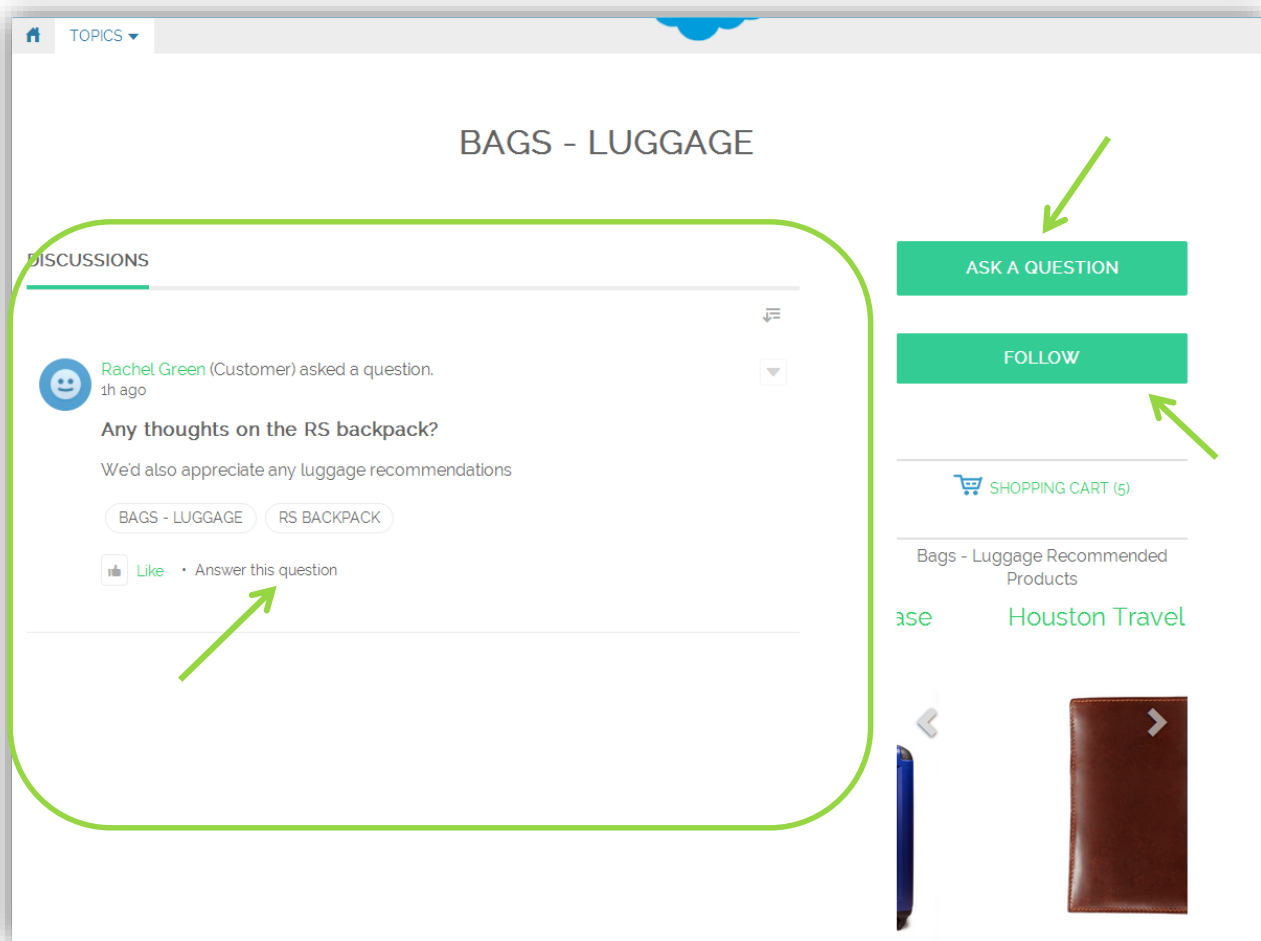
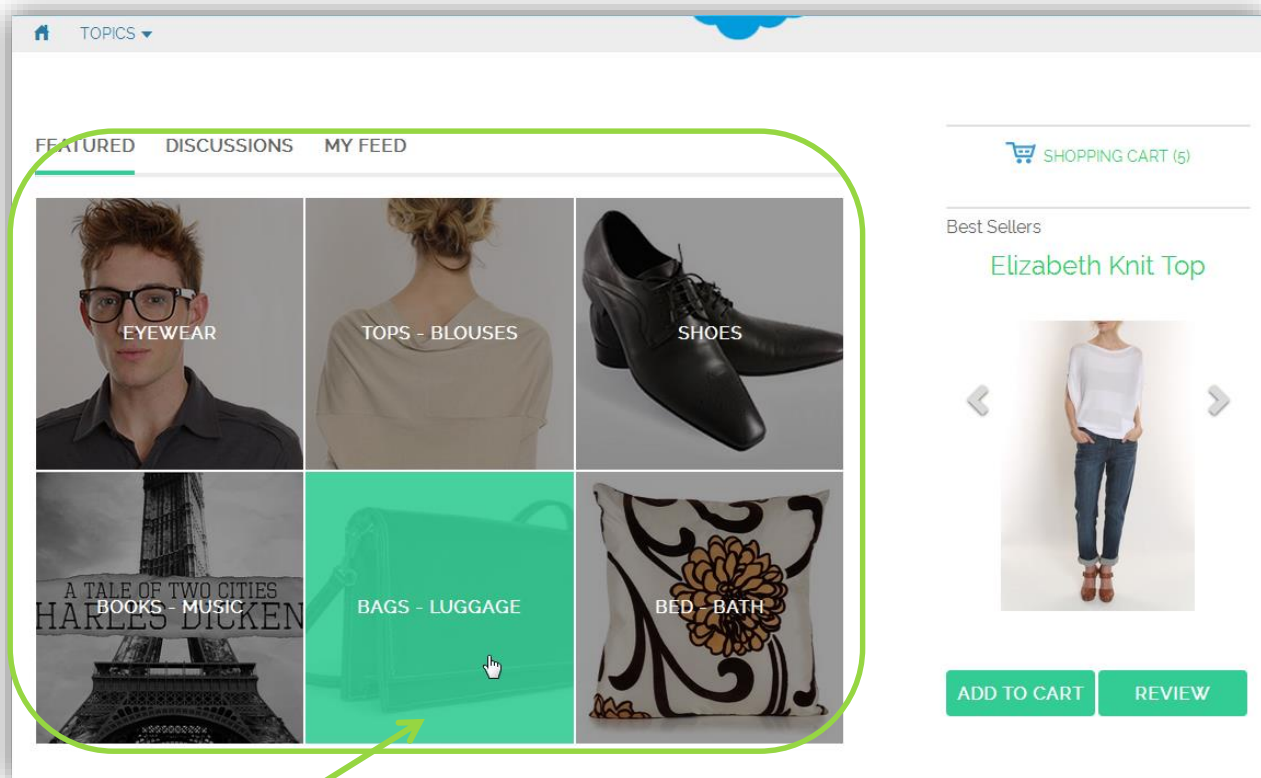


5 Banner Personalization

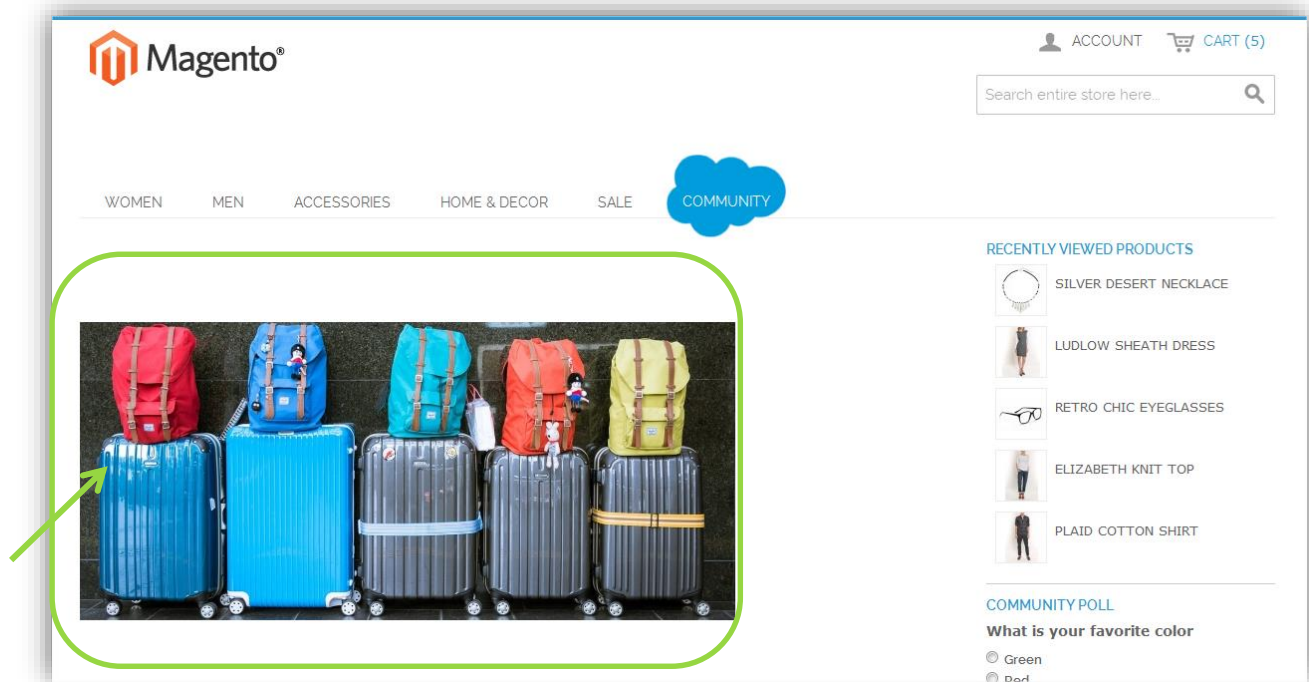
The merchant has the possibility to configure the Community page to look like the Magento website homepage, giving to customers a seamless transition between the ecommerce site and Community page.

In the Community page, the customers will have the possibility to open a case regarding one of his/her orders, or/and can inform the retailer about different topics.

In a topic page, the customer have the possibility to **Ask a Question**, **Follow** topic and **Answer** topic questions. Based on the customer's experience on the Community page, some personalization will be applied to the Magento website homepage. When a customer goes to a Community topic and post/replies to a question, based on this experience the Magento website banner will be updated and will match that topic.



When going back to the Magento website homepage, the banner will be updated to match the last topic when the customer posted/replied.



*Thanks for your interest in OSF UnifyCOMMERCE Magento® to Salesforce Community Integration.
If you have any questions, contact us at info@osf-commerce.com.*