

User Guide

— v3.2.2 —



OSF Unify

COMMERCE

Act Smart / Think Customer

Salesforce **COMMUNITY** Cloud Integration

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Introduction

Salesforce Communities are branded spaces for your customers to connect. OSF UnifyCOMMERCE (Patent Pending) | COMMUNITY Integration enriches the Salesforce Commerce Cloud storefront with several features:

Single Sign-On

Salesforce Commerce Cloud storefront customer has the opportunity to go to the Communities without having to add/set any password, or remember password for login;

Shopping Cart

Products added to cart on the Salesforce Commerce Cloud storefront will be visible also in the COMMUNITY page;

Add to Cart / Recommend Products

Support for adding products to cart and to have and make recommendations directly in the COMMUNITY page;

Banner Personalization

Dynamic change of homepage based on the last topic in which the user posted inside the COMMUNITY.

The merchant will have the opportunity to configure the COMMUNITY page to have the same look and feel as the Salesforce Commerce Cloud storefront.

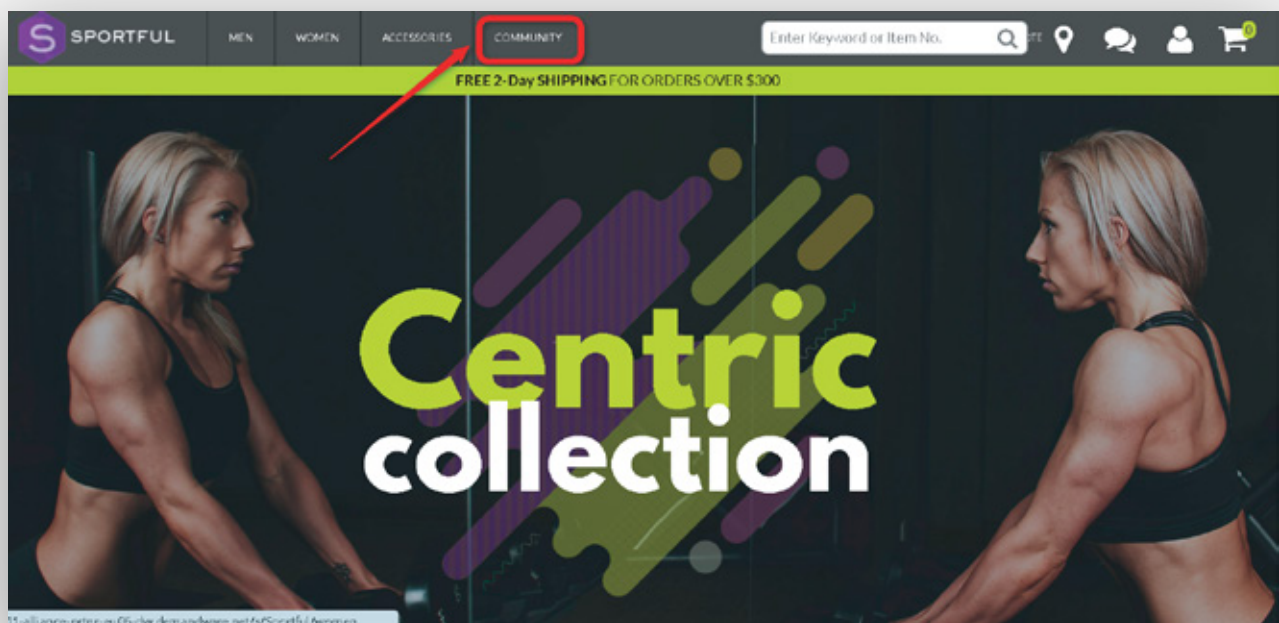
Salesforce Commerce Cloud–Salesforce COMMUNITY Single Sign-On

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 Salesforce Commerce Cloud and Salesforce COMMUNITY allows the Salesforce Commerce Cloud registered and authenticated customers to visit one or more Salesforce COMMUNITY pages without having to log in to those Salesforce Communities separately.

At the same time, the Salesforce Commerce Cloud storefront registered customers do not need to setup any password to access the Salesforce COMMUNITY pages because the only credentials that a Salesforce Commerce Cloud customer needs are the credentials used for authenticating on the Commerce Cloud storefront.

The Salesforce Commerce Cloud site will act as the identity provider, and the Salesforce COMMUNITY will act as the service provider; the login flow has to begin with Salesforce Commerce Cloud.



When a Commerce Cloud site is connected to a Salesforce COMMUNITY, the COMMUNITY icon will be displayed in the header section on the Salesforce Commerce Cloud storefront.

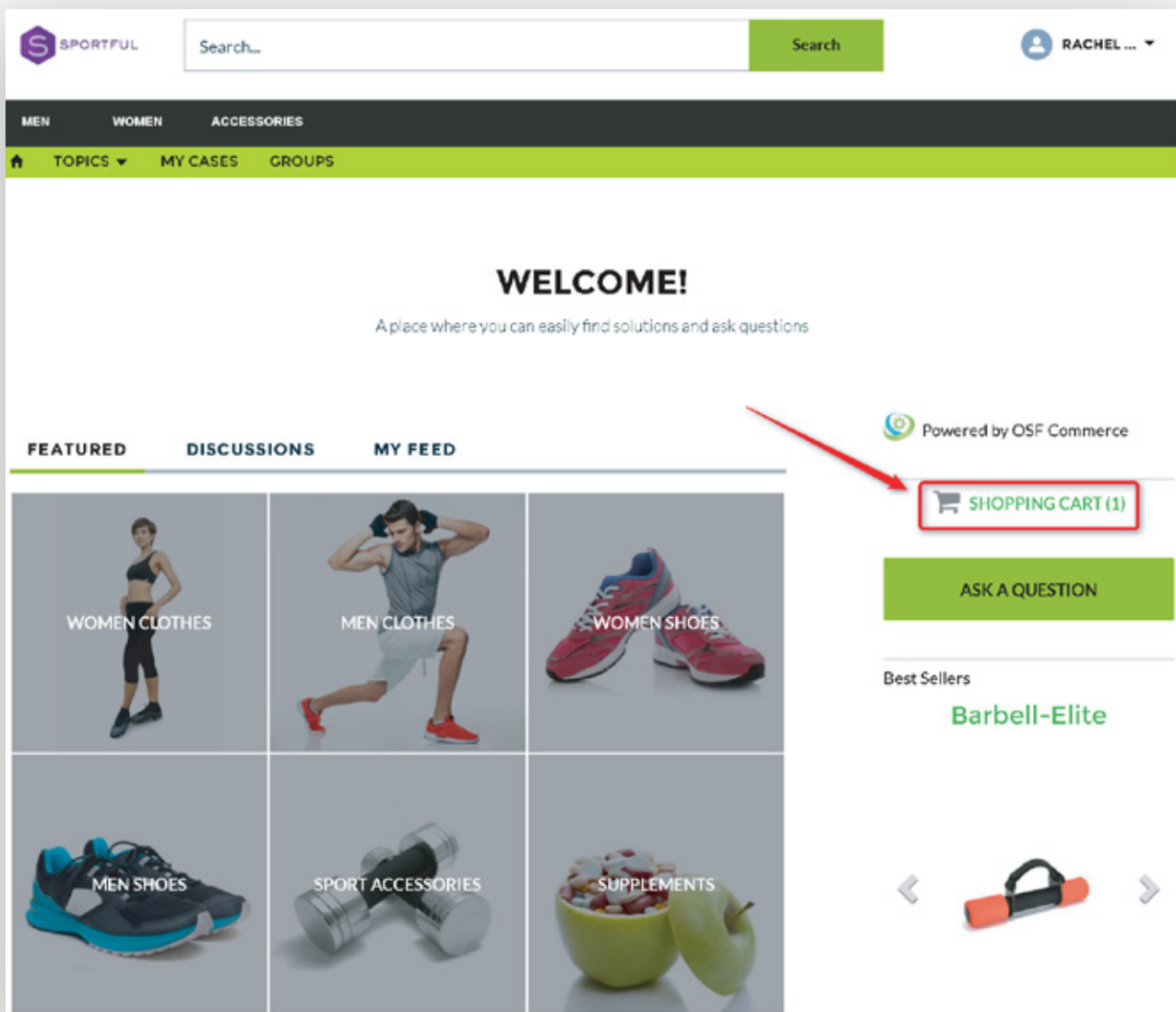
Only the logged in customers will have the possibility to go to the COMMUNITY page; when a not logged in customer clicks to the COMMUNITY icon, he/she will be redirected to the Login/Register page. After logging into Salesforce Commerce Cloud storefront, and clicking on the COMMUNITY icon, the user will 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).

Salesforce Shopping Cart

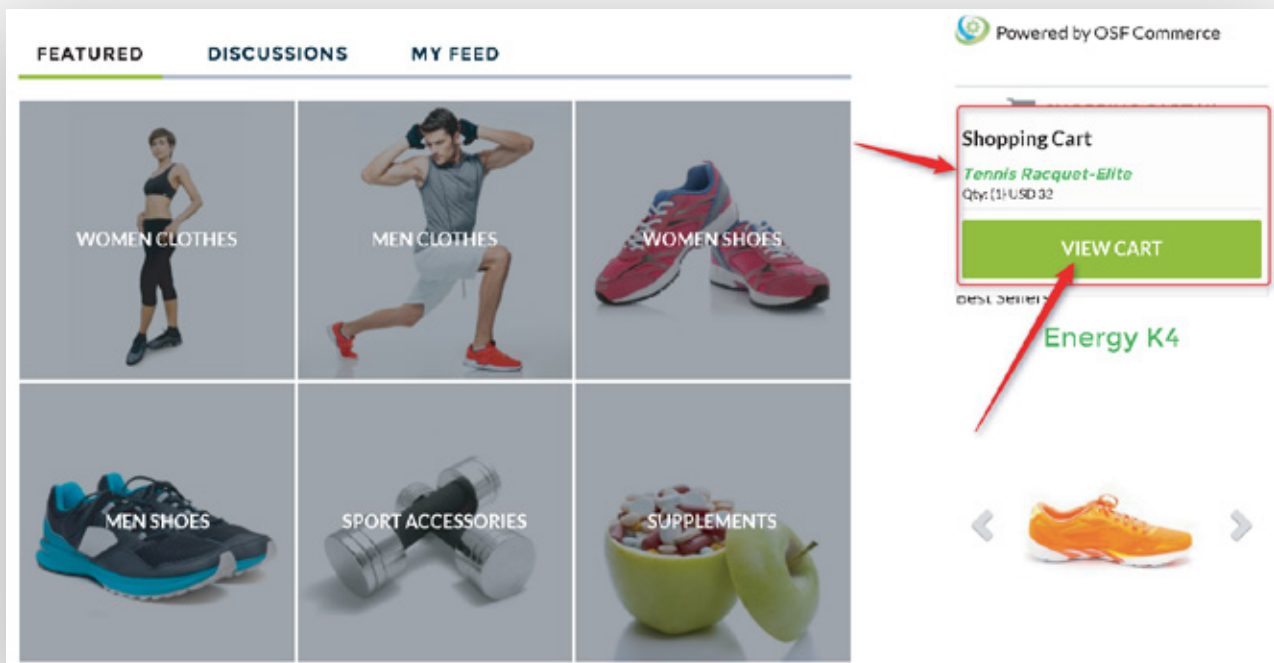
While on Salesforce Commerce Cloud storefront, customer can navigate and add products to cart. When a logged in customer that already has products added to cart clicks the COMMUNITY icon, he/ she will be redirected to the COMMUNITY page where the cart information will also be available.



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



On mouse hover to the **Shopping Cart**, a popup will be open 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 Salesforce Commerce Cloud storefront—Shopping Cart page.



Add to Cart/Recommended Products

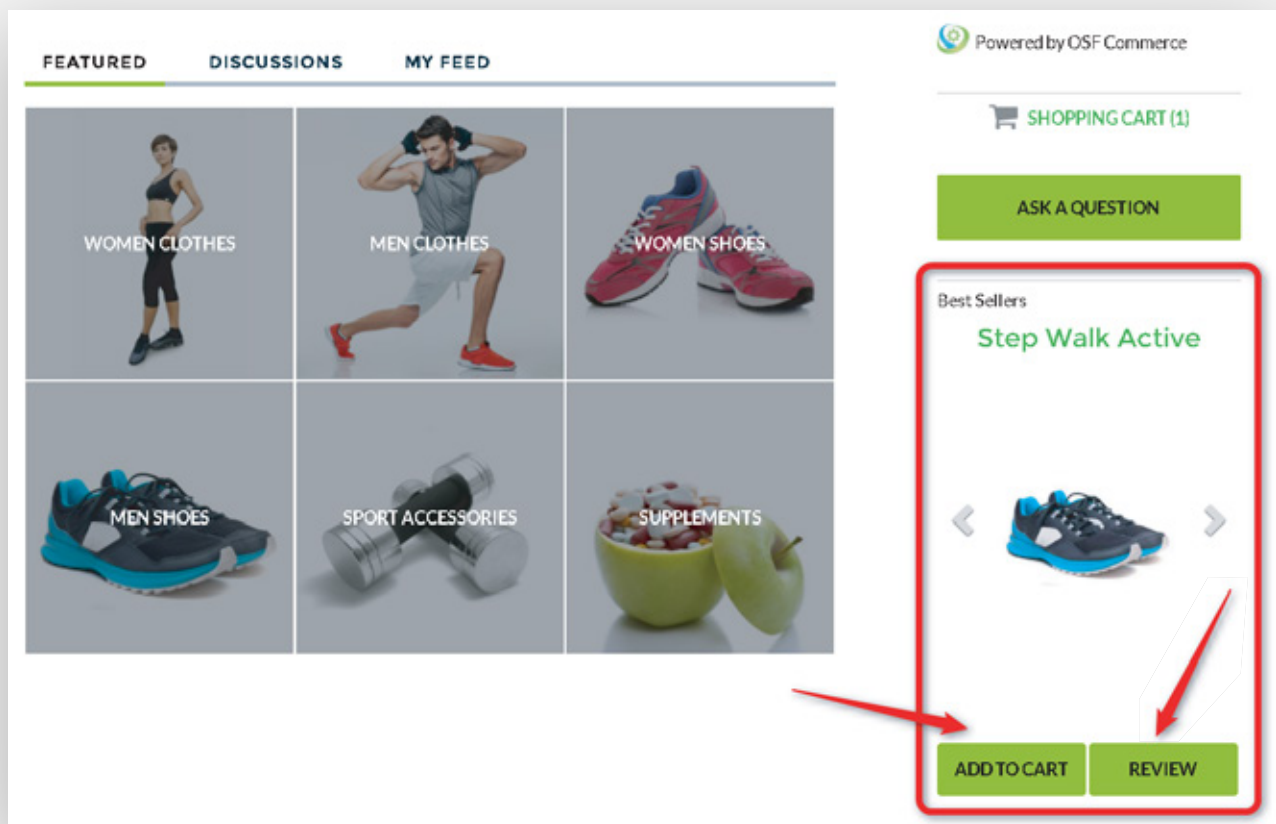
In the Salesforce-COMMUNITY page, the customer will have some product recommendations available. The Recommendation section will be displayed in the right side of the page; it will be available both in the COMMUNITY landing page and in the topic pages, and it will be automatically scrolled.

The merchant will have the possibility to manage the recommendations to be displayed in these pages and the recommended products will be displayed based on the topic for which the customer is browsing. 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 user will be taken to the shopping cart page on the Salesforce Commerce Cloud storefront, and the products number displayed in brackets will increase in the COMMUNITY.

On click to **Review** button, the customer will be taken to the Salesforce Commerce Cloud product detail page.



Banner Personalization

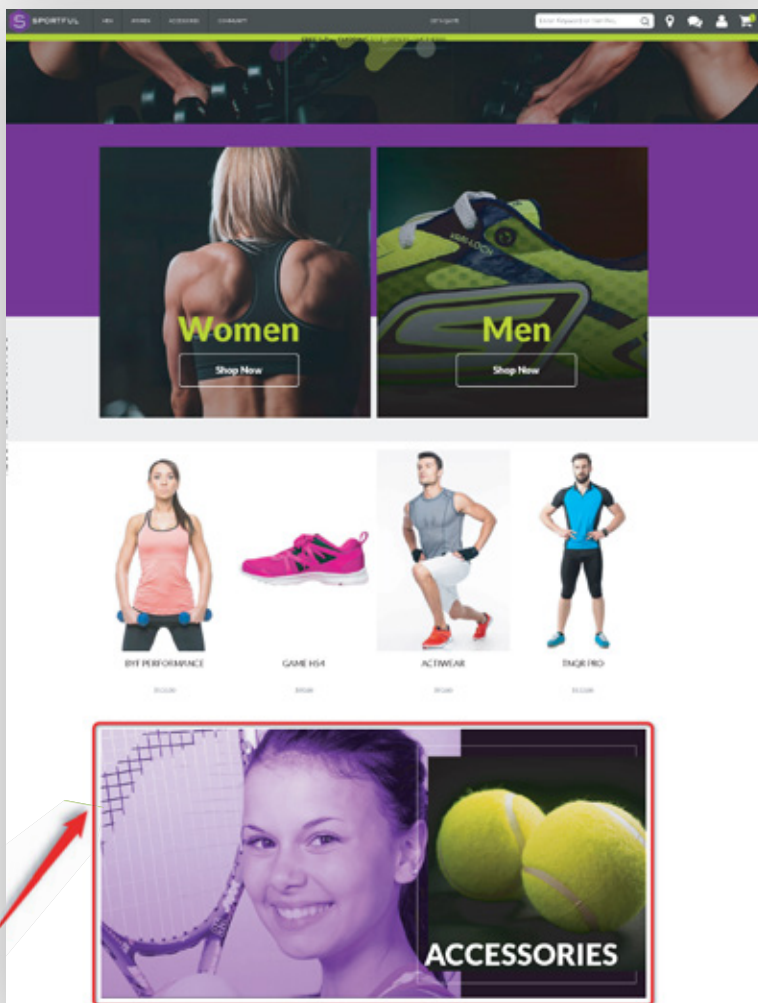
The merchant has the ability to configure the COMMUNITY page to look like a Salesforce Commerce Cloud storefront homepage, providing customers with a seamless transition between the ecommerce site and COMMUNITY page.

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

In a topic page, the customer has the possibility to Ask a Question, Follow a topic and Answer topic questions. Based on the customer's experience on the COMMUNITY page, some personalization will be applied to the Salesforce Commerce Cloud storefront homepage. When a customer goes to a COMMUNITY topic and posts / replies to a question, based on this experience the Salesforce Commerce Cloud homepage banner will be updated and will match that topic.

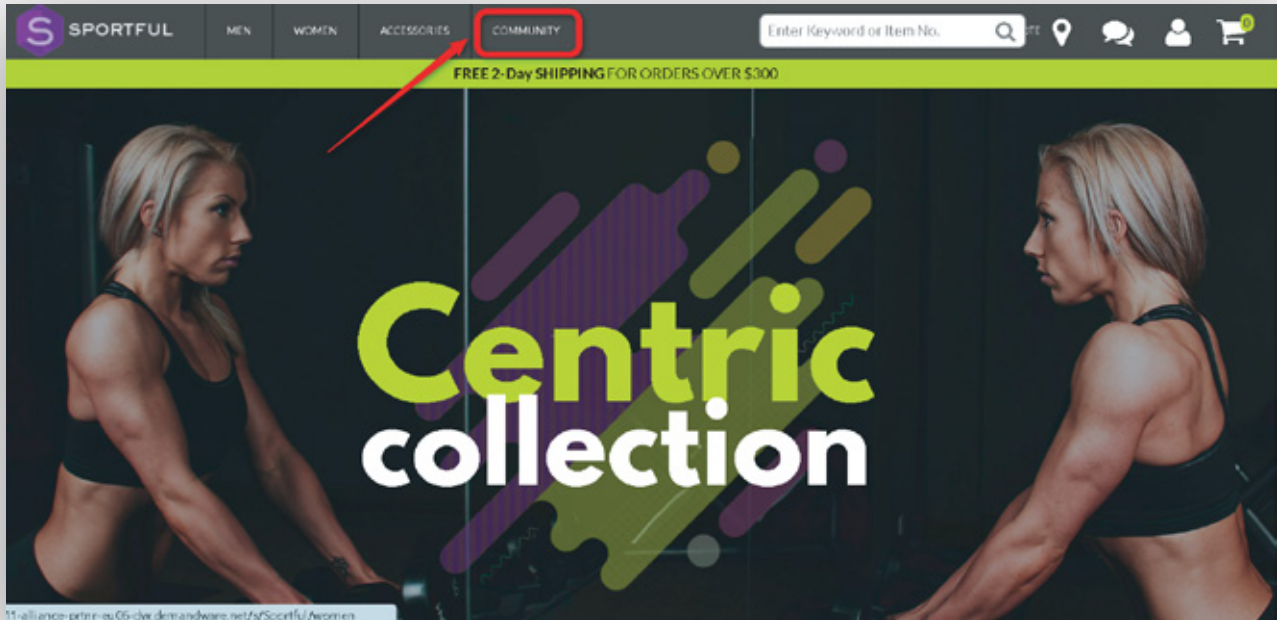
Please take a look on the current section of the page on Salesforce commerce cloud which is configured to change based on customer participation on community, please note which section of the page is to be used is configurable during the cartidge installation.

While on community, please click on „Sportful” icon to go back to Salesforce commerce cloud.

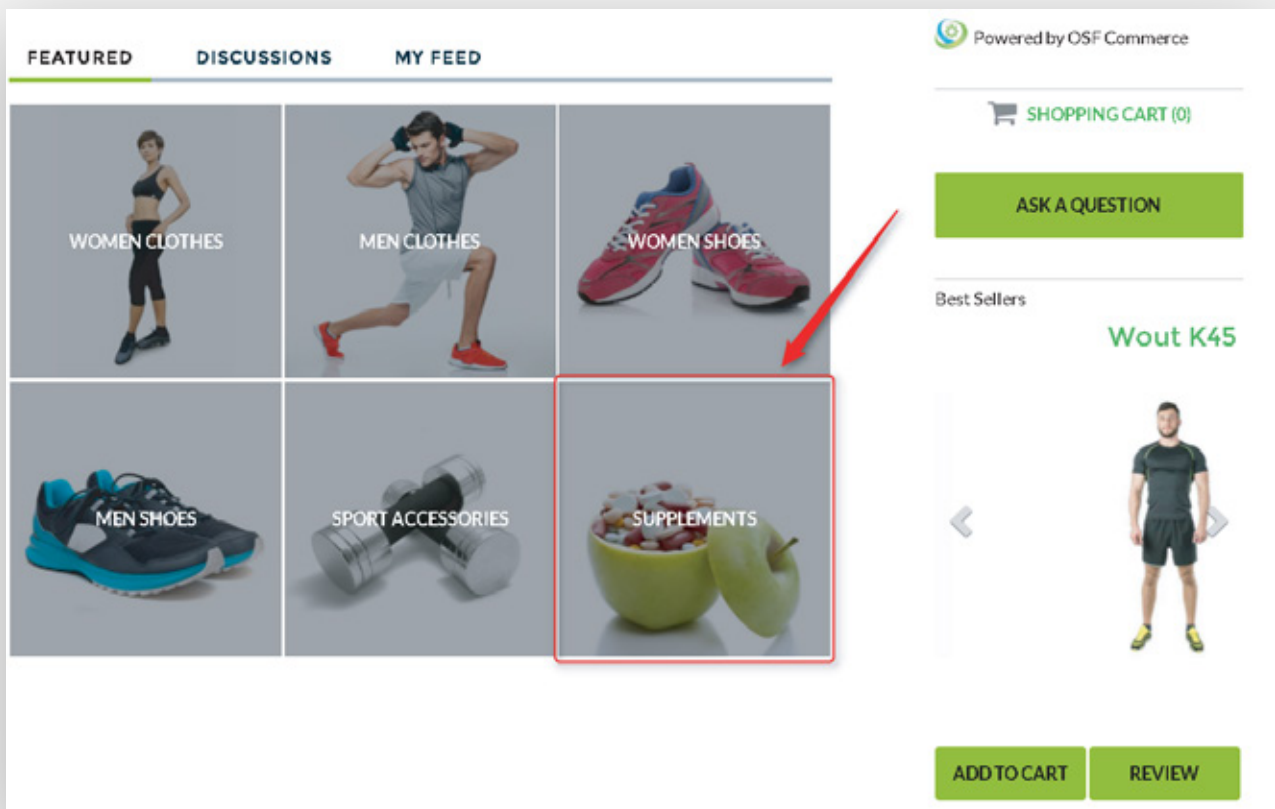


This will redirect you to „Salesforce Commerce cloud” from where if you scroll down the page, you will notice the highlighted section of the page which is configured to change based on customer's activity on community.

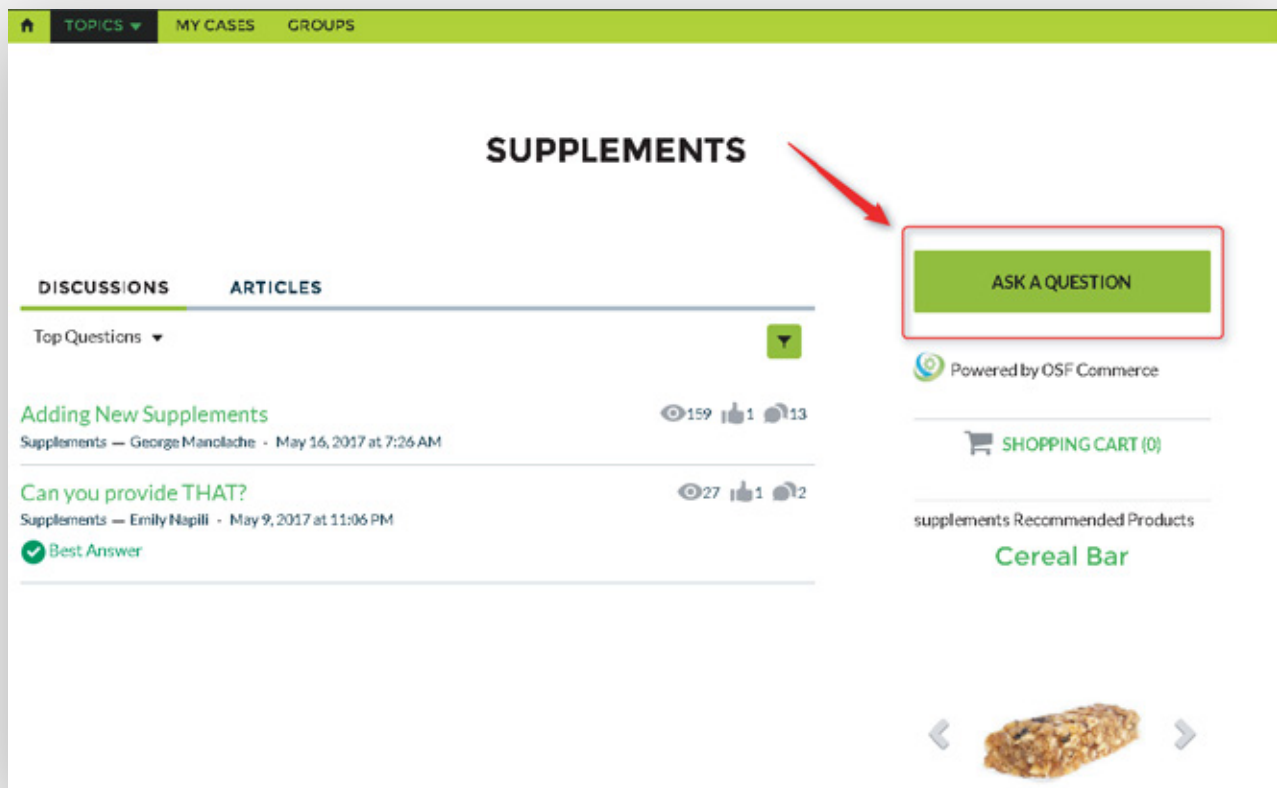
Now, we shall go back to community by clicking on the „COMMUNITY” icon like before



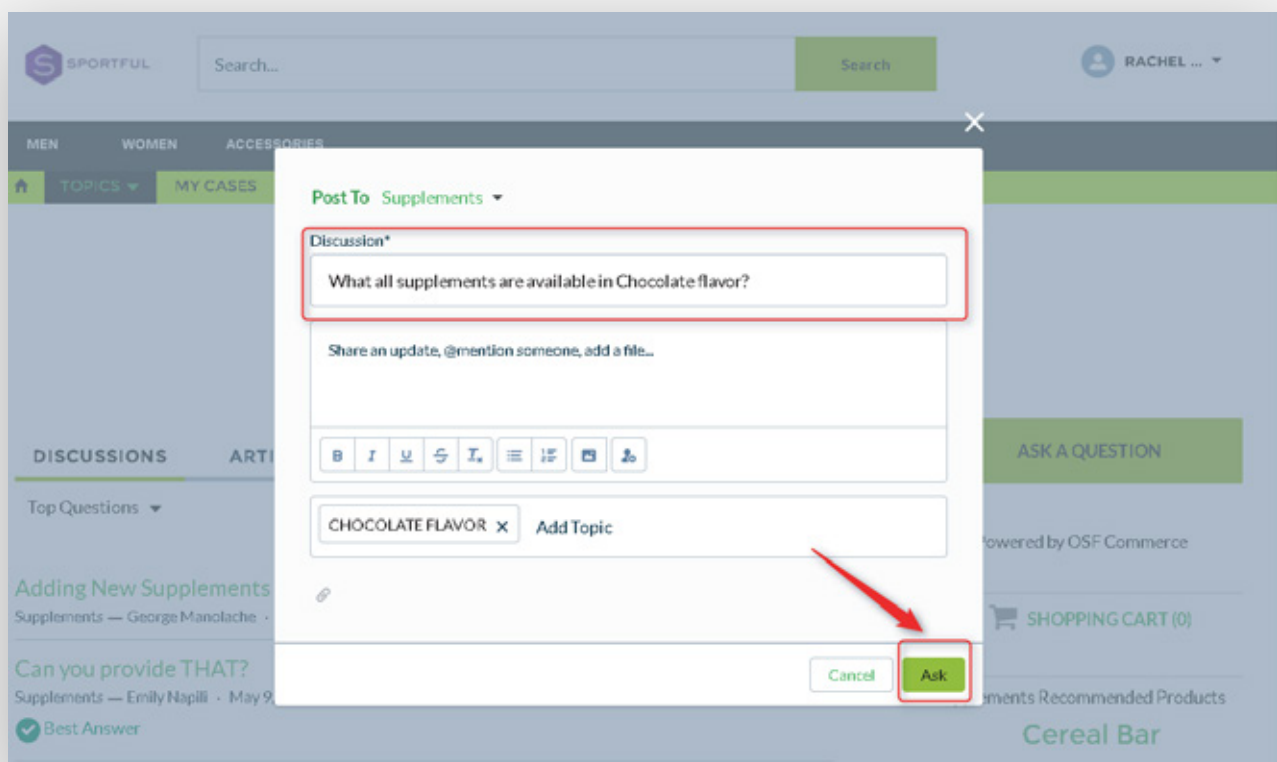
Now we will try and participate in a discussion to see how this changes banner on Storefront. Please click on „Supplements” section



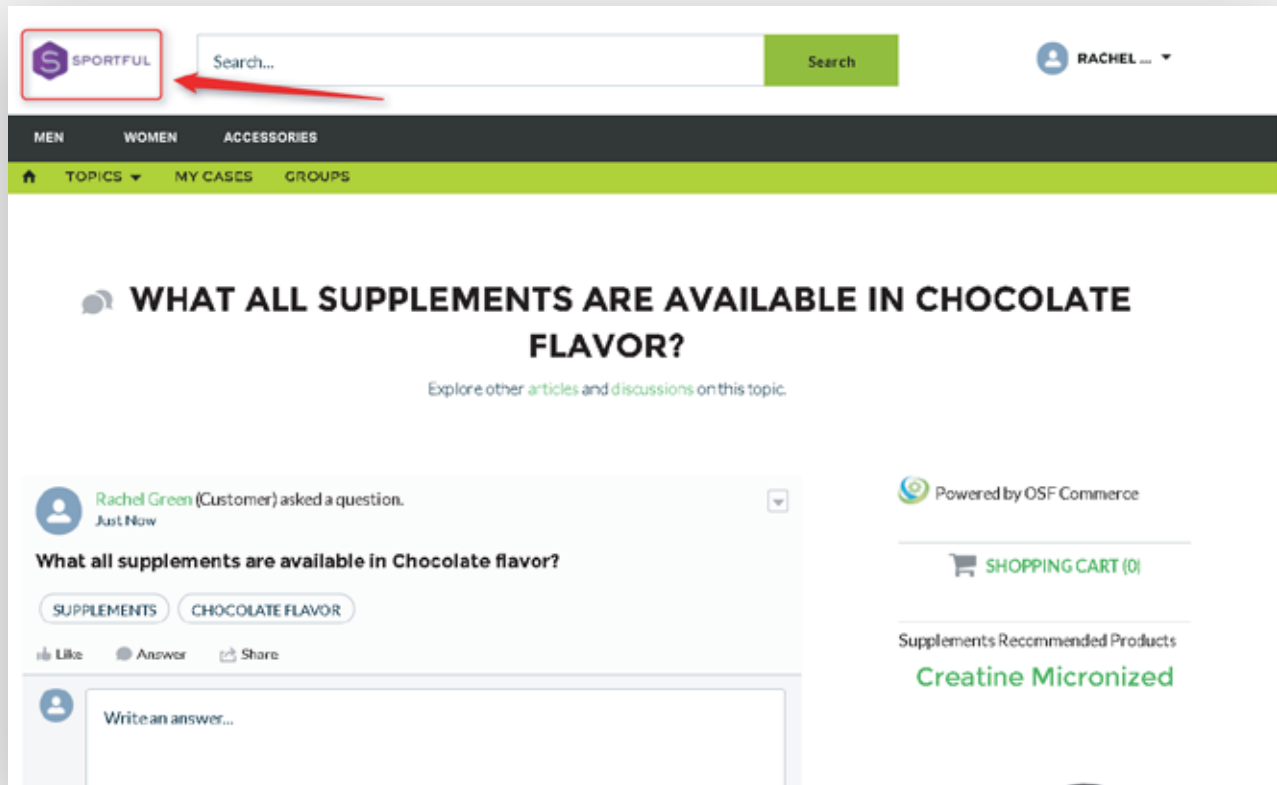
Now please click on „Ask a Question”



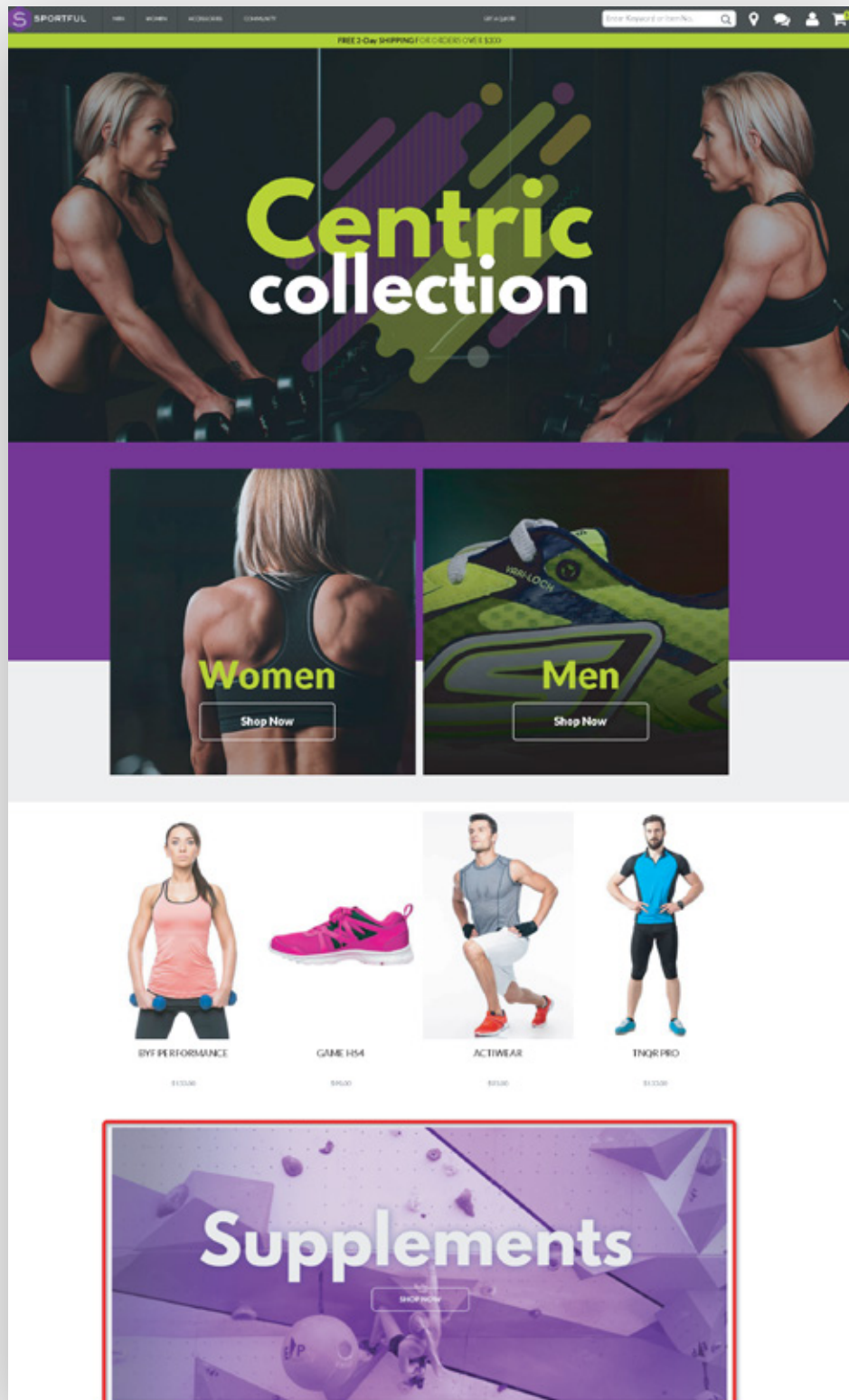
Post your question in community, it could be anything and click on „Ask”



Please click on „Sportful” icon to go back to Salesforce commerce cloud to storefront.



When going back to the Salesforce Commerce Cloud homepage, the banner will be updated to match the last topic where the customer posted or replied.



Please note that the banner will be updated on the Salesforce Commerce Cloud homepage only if it was setup and configured during the Salesforce Commerce Cloud cartridge installation process.



Thanks for your interest in
OSF UnifyCOMMERCCE | COMMUNITY Integration.
If you have any questions, contact us at
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