Astound Commerce Perfectly Posh Case Study

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October 13, 2017

YOU *deserve it!*

We simply pamper with naturally based pampering products, made in the USA, with the finest globally sourced ingredients. You deserve it!

Agenda

- Astound Commerce Introduction
- Perfectly Posh Case Study
- Perfectly Posh Customer Experience - Demo
- Perfectly Posh Consultant Experience - Demo
- Post Launch Status

Astound Commerce Overview

Who is Astound Commerce

Astound Commerce has delivered digital commerce in **over 50 countries** since 2011

260+
Salesforce Commerce Cloud websites launched

600
Professionals exclusively focused on ecommerce

17+
Years working with the world's leading brands since 2000

100+
Certified Salesforce Commerce Cloud Engineers

Astound's Global Operations

UK London
DACH Munich
USA San Francisco
Ukraine Kiev
Colombia Medellin

Astound's advantage:
Focused ecommerce expertise offering technology, creative, and strategic consulting

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Astounding Services

Consultancy

UX Design

Digital strategy

Solution Design

Omnichannel Expertise

Marketing and Merchandising

eCommerce and Technology

24/7 support

Perfectly Posh Case Study

Perfectly Posh Overview

About Perfectly Posh

- Multi-Level Marketing Retailer specializing in skin care product
- Stylish and fun brand focused on the Pampering of their customers
- Over 50,000 very active and engaged Consultants
- Every Order placed must be attributed to a Consultant
- High traffic and order volume Ecommerce Site (60-40 Mobile vs Desktop)

Reason to Re-platform

- Custom in-house developed ecommerce site built on Drupal
- No Promotion Engine
- Poor Performance with regular downtime
- Traffic Defender to limit number of active browsers
- Limited number of active cart sessions
- Difficult to maintain
- Slow to market with new features
- IT involved in every decision

Perfectly Posh – Winning the Deal

Understanding the Business

- Patient Sales Cycle
- Listened and Learned their World
- Before we could recommend changes we prepared by anticipating their objections
- This could only be done through a deep understanding of their terminology and end-to-end technical and business workflows
- Focused objection handling by connecting complex technical requirements to key pain points (Performance)
- Enabled us to design a MVP Solution that addressed key issues while still providing needed functionality

Co-Selling with Salesforce

- Jim Gogarty
- Built Trust by Solutioning with Salesforce Sales and Technical Architects
- Discussed multiple solution design options to ensure most viable and cost effective choice was selected
- Project re-set after initial Discovery Phase to reduce complexity and meet timelines
- Posh Team became more agreeable once they deeply understood the benefits of the platform

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The MLM Challenge – Unique Roles with Unique Experiences

Customers

- Shopping with a Consultant
- View Consultant Page
- Perks Loyalty Program
- Becoming a Posh Consultant

Consultants

- Managing Contacts
- Creating a Party
- Consultant Rewards
- Placing orders for Guests
- Managing My Posh Business

# Perfectly Posh Customer Experience

Customers – Find a Consultant

Find a Consultant

- Consultant Search utilizes SFCC Store Locator
- Search Extended to support location based zip code search as well as Consultant Name search
- Over 50,000 active Consultants with instant search results
- Lazy Load additional result display
- New Consultants can also be assigned through Referral Links
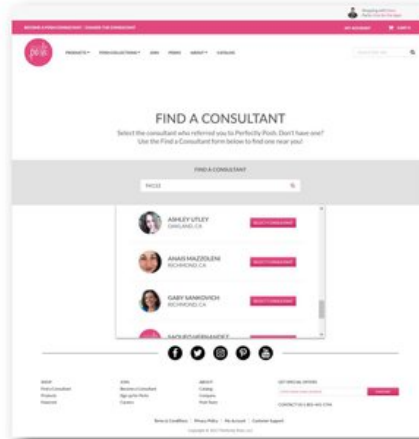
Customer – View Consultant Page

Consultant's Personal Posh Page

- Configurable Consultant Profile Page
- Profile Picture
- Email Form to contact Consultant directly
- Contact Information
    - Location
    - Phone
    - Email
    - Social
- List of Active Parties to Shop
- Posh Story that supports HTML
- Public Wishlist displayed as "Favorite Products"
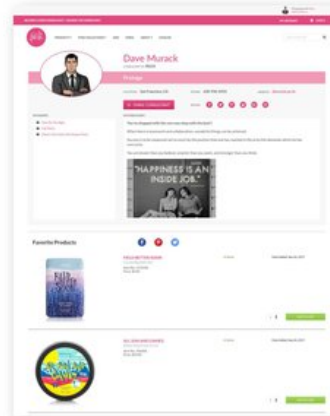
Customers – Perks Loyalty

Loyalty Program with Annex Cloud

- Custom solution jointly developed
- Customer actions trigger the earning of Perks
    - Registering for an account
    - Placing an Order
    - Referring a friend to a PDP
    - Referring a friend to a Party
    - Being the Hostess of a Party
- Perks earned for each product purchase is configurable
- Products can be Purchased with Perks via an applied Line Item Discount
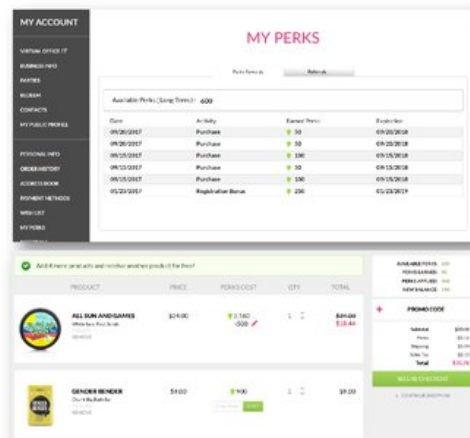
Customers – Become a Consultant

Quick and Easy Consultant Signup

- Real-Time Consultant Sign Up Process with automated activation and validation
- Creation of Posh Pay (Pro-Pay) credit account that allows for distribution of earned Consultant Commissions
- Creation of a Consultant specific domain redirect that will automatically assign Consultant
  - http://dmurack.po.sh
- Starter Kit Product is added to the Shopping cart and progresses user to Billing Step of Checkout to complete the Sign-Up Process
- New Consultant is immediately available in Consultant Search

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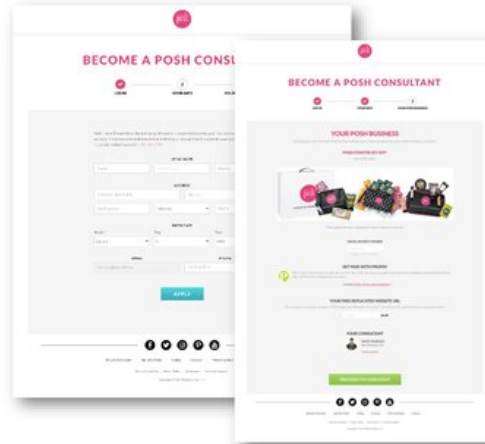
Perfectly Posh Consultant Experience

Consultants – Contacts

Contacts

- Consultants manage their Contacts in My Account
- Ability to add single contact through modal form or upload a contact csv for bulk loading
- Contacts can include Address information that will be saved in the Consultant's Address Book
- Contacts can be emailed using a modal email form
- Contacts can be assigned as a Party Hostess and earn Bonus Perks for all orders associated to that Party
- Consultants can place orders for Contacts that will appear under a Contact's Order History if they are a registered user
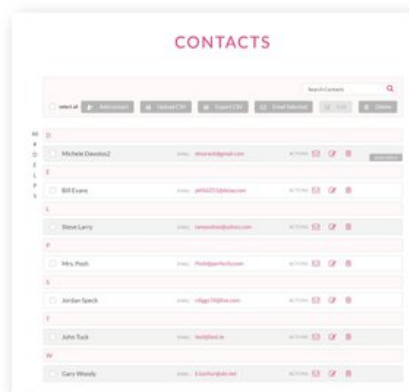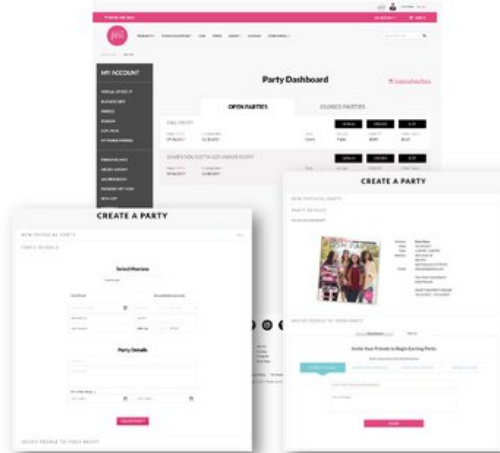
Consultants – Party Time

Consultant Parties

- Parties generate excitement around placing orders
- Consultants can assign a Contact as a Party Hostess who will earn Bonus Perks
- Consultants and Customers can share Party links to earn Referral Perks
- Consultant Dashboard to view Party Orders

Consultants – Rewards

Consultant's Earn Rewards

- Special account page that lists all awarded Promotions
- Promotion configuration utilizes standard SFCC Promo engine
- Consultants are assigned to dynamic Consumer Groups through triggered actions that set Custom Profile Attributes
  - Becoming a Consultant
  - Sponsoring a new Consultant Sign up
 - Reaching Revenue Goals for a given Month
  - Etc.
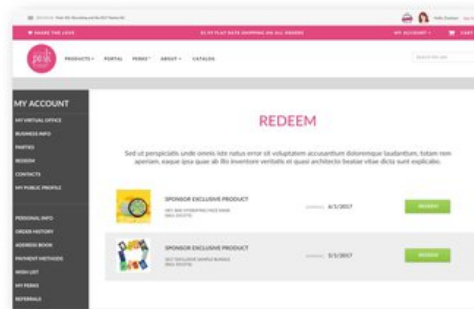
Consultants – Checkout

Checkout for Guest Users

- Consultant can access drop down list of their Contacts on the Shipping Step of Checkout
- If the Contact has a Saved Address then it will be defaulted as the Shipping Address
- Consultants will be responsible for entering the Billing information
- Once placed the order will be associated to the Contacts Registered User SFCC Account
- Guest user will be able to see this order in their account even if they create a registered account after the order was placed
- Consultants also have access to Posh Pay payment method that allows them to spend money they have earned as a Consultant
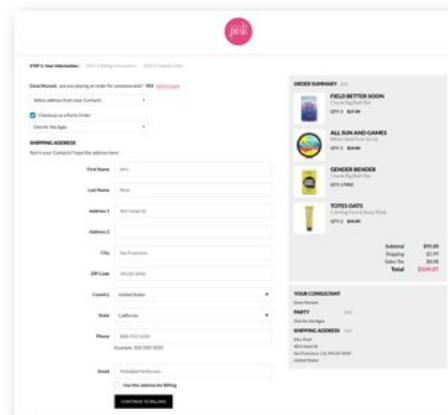
Consultants – My Business

Perfectly Posh Virtual Office

- Consultant's have access to past order placement information not available in SFCC
- Drupal CMS is used to power the Consultant Virtual Office
- Information related to their Downstream Consultant Performances can be seen here
- Access to the Educational Portal
- Gigya SSO and Identity Management integration ensures Consultant information stays synchronized across platforms

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Demo

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Post Launch – Review and Lessons Learned

Engagement

- Once you understand their business do not be afraid to challenge their current business requirements
- Involving Consultants in the UAT process was extremely beneficial
- Understand there is a close emotional connection between an MLM Customer base that does not exist in a traditional retailer
- The site you are building is also running the businesses of 10's of thousands of entrepreneurs
- Sharing that understanding early built trust

Current Status

- Site Stability and Performance exceeding expectations
- Within the first hour after launch the Posh team recognized the most active carts in recent history
- Site processing 1000s of orders per day
- Individual Consultants are very vocal and have access to Social Media which intensifies both perceived and real issues – remember that during QA!
- Astound has an On-going Support agreement signed with New Feature development already in progress

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Thank you

Astound Commerce

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