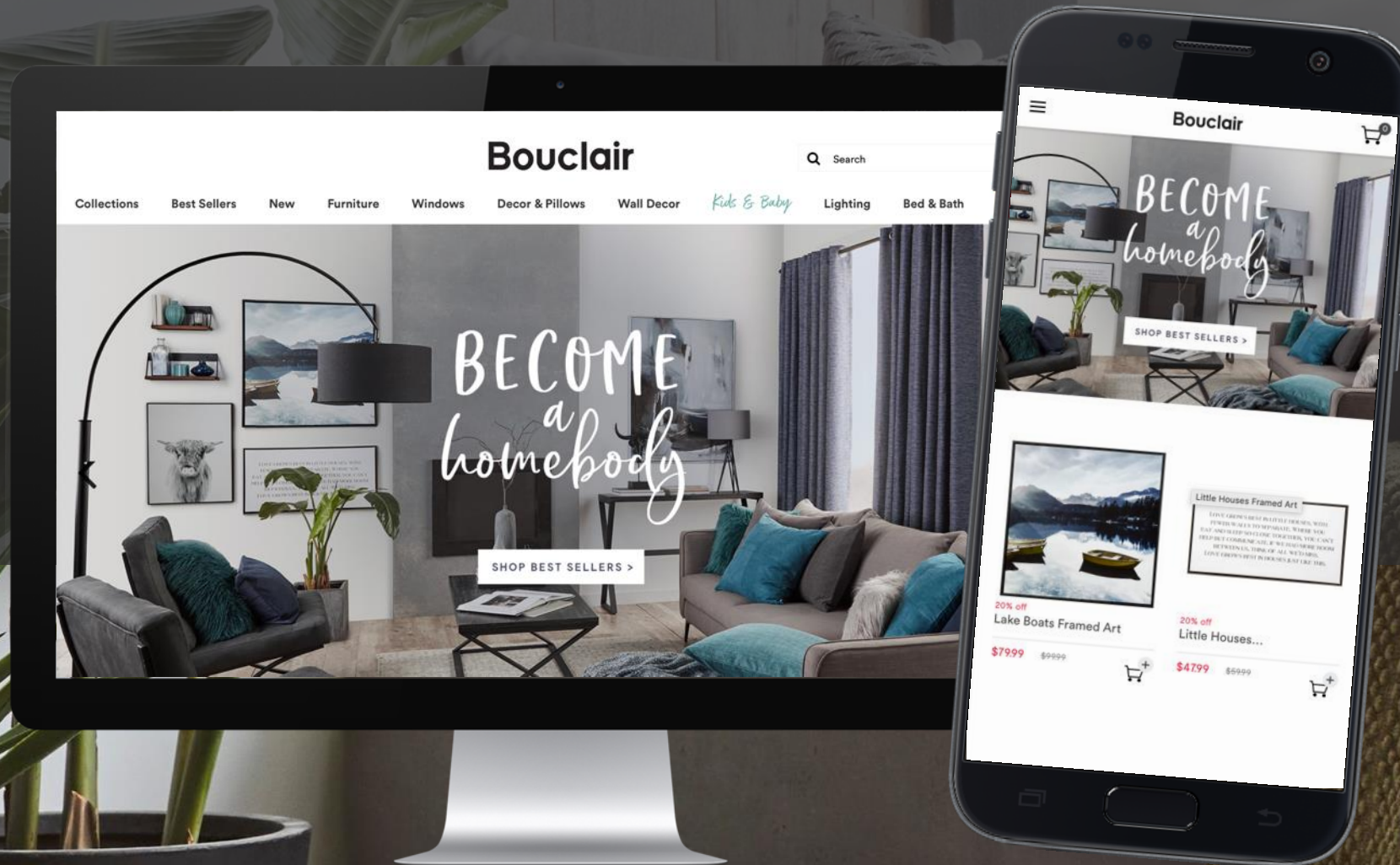


Bouclair

Consumer Goods – Furniture & Home Deco



Bouclair

"Fully leveraging OSF's expertise in multi-cloud integration and knowledge of the most efficient use cases for the retail industry helps us gain efficiency, save time and use the data we've obtained from our customer base in a way that enhances their journey on our website."

PETER GOLDBERG

President, Bouclair

Business Challenges

- Outdated and inefficient ecommerce platform that lacked scalability & stability.
- Lacked a 360-degree view of the consumer in Service & Marketing.
- Limited options for customers for delivery, store search and product personalization).

OSF's Solution

- Implemented Salesforce Commerce Cloud and placed a focus on the mobile user experience.
- Connected Salesforce Commerce Cloud with Bouclair's existing Service and Marketing Clouds using OSF UnifyCOMMERCE (Patent Pending) and Salesforce Marketing Cloud Connect for a unified view of customer data.
- Created a custom solution in PDP for ordering blinds & curtains. Implemented a multi-shipping feature with home delivery or pick-up in store, automated the pre-selection of shipping provider based on geo-location, and provided delivery/shipping costs estimates.

Technologies Used

- Shopping cart icon: Salesforce Commerce Cloud
- Heart icon: Salesforce Service Cloud
- Search icon: Salesforce Marketing Cloud
- Shopping cart icon: OSF UnifyCOMMERCE (Patent Pending)
- Cloud icon: Salesforce Commerce to Marketing Cloud Native Connector
- Headset icon: OMS
- Monitor icon: PIM

Technical Solution

- Document icon: Implemented Salesforce Commerce Cloud
- Shopping cart icon: Installed & configured OSF UnifyCOMMERCE (Patent Pending);
- Cloud icon: Integrated Salesforce Commerce and Marketing Clouds
- Headset icon: Integrated Salesforce Commerce Cloud with OMS.

Results

+36% overall sales increase

+55% sessions with cart-adds

-3% cart abandonment rate

+30% case efficiency

