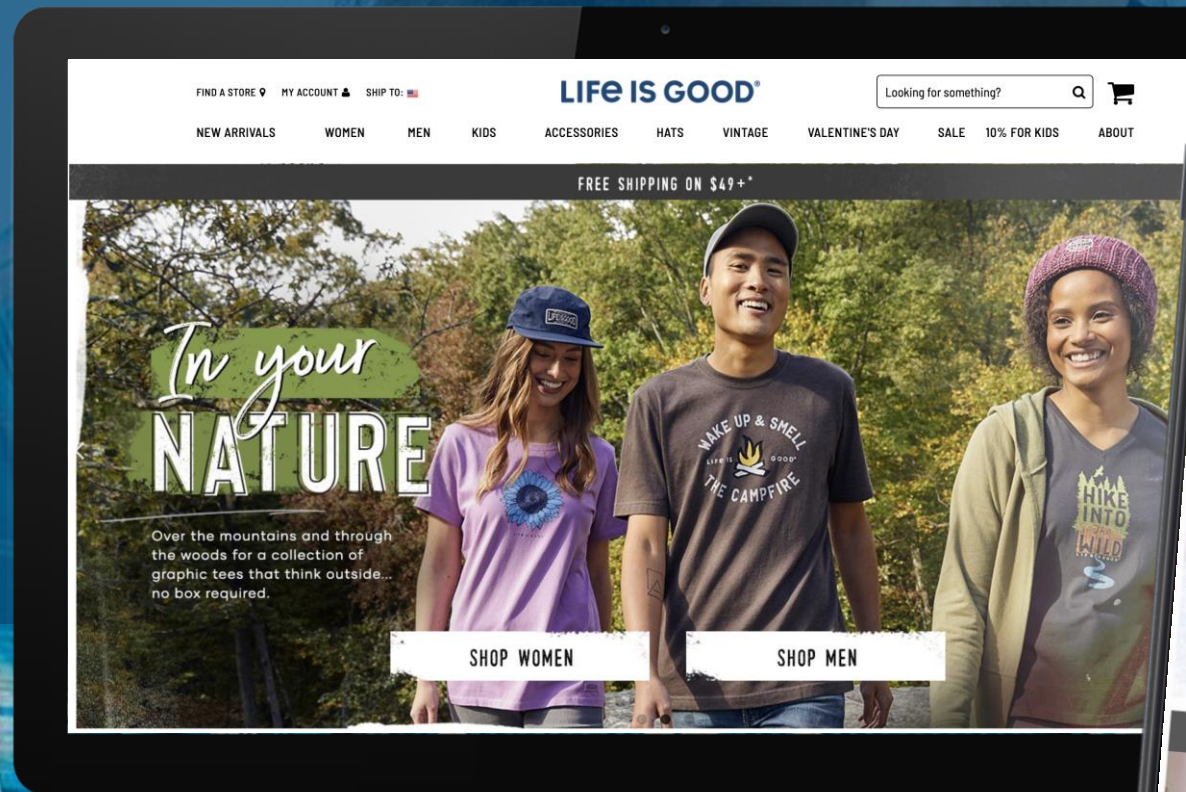


Life is Good





"We partnered with OSF to use their OSF UnifyCOMMERCE connector, in order to bring our data from Commerce Cloud and Salesforce OMS into Service Cloud, via both batch jobs and real-time API calls. Customer Service agents can now stay within Service Cloud and pull up orders placed just moments earlier, thereby eliminating the need to work in multiple systems and improving the speed with which we help our customers."

Tom Hassell,
VP of eCommerce |
The Life is Good Company

Agents had to log into multiple systems which increased the margin for error and caused longer wait times for consumers. The company required a unified view of their customers and a way to streamline the case management and resolution processes.

OSF's Solution

OSF Digital implemented & customized Salesforce Service Cloud and took a multi-cloud approach by installing & configuring OSF UnifyCOMMERCE (Patent Pending) - Salesforce Commerce to Service Cloud Integration and Salesforce Marketing Cloud Connect - Service to Marketing Cloud Integration.

Technologies Used

- ♥ Salesforce Service Cloud,
- 🛒 Salesforce Commerce Cloud,
- 🔍 Marketing Cloud
- ☁ Marketing Cloud Connect
- 🛒 OSF UnifyCOMMERCE (Patent Pending),
- 📦 Salesforce OMS

Technical Solution

- 📱 Implementing & customizing Salesforce Service Cloud;
- 🛒 Installing & configuring OSF UnifyCOMMERCE (Patent Pending);
- ☁ Implementing and customizing Salesforce Marketing Cloud Connect.

Results

Single view of the consumer providing Life is Good with unified commerce and faster and more effective service & support with:

- ▮ Obtaining access to customer information from a single location.
- ▮ Ability to respond to and close cases faster than before.
- ▮ Gaining an organization-wide view of engagement with clients.
- ▮ Placing and modifying orders on the customer's behalf.
- ▮ Reducing support time and costs.
- ▮ Relevant Consumer data for personalized marketing campaigns.
- ▮ Transforming service and support for increased client satisfaction.

Business Challenges

Life is Good needed a more streamlined method to deliver unified commerce and customer service & support. Data was scattered across many locations in the company making it difficult to deliver quality customer service.

