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Salesforce® connected eCommerce in less than one week!

AFDigital wanted a Salesforce connected eCommerce solution to sell their consulting services online, streamlining the process for both themselves and their customers.

They were looking to streamline how they sell consulting services to their customers, simplifying what can be an involved process. It needed to:

1. Integrate with their Salesforce® CRM.
2. Allow AFDigital to sell their services to customers.
3. Receive direct, or credit card installments and subscription payments.

Choosing the right eCommerce solution

AFDigital started their eCommerce journey by setting up a prototype in Shopify. This served as a proof of concept for internal alignment and to gain board agreement. It took a day to set up the store and show it to various stakeholders. However, the downsides were evident from the start. The Shopify site required several plugins in order to tailor the store to AFDigital's needs.

And they soon found out the effort required to keep Salesforce + Shopify + plugins in sync was daunting.

"There is nothing on the market that is similar to storeConnect. I really love that the data is mastered within Salesforce CRM. storeConnect is so user-friendly and easy to maintain. It takes the work out of building an eCommerce site, making it virtually idiot proof."

Robin Leonard,
AFDigital CEO & Co-Founder

KEY FEATURES:

- *Rapid installation & go live*
- *100% Salesforce Native*
- *Suitable for B2B or B2C*
- *Subscription management*
- *Information stored in Salesforce standard records*
- *Easy Salesforce-based store management*
- *Eliminates data silos*

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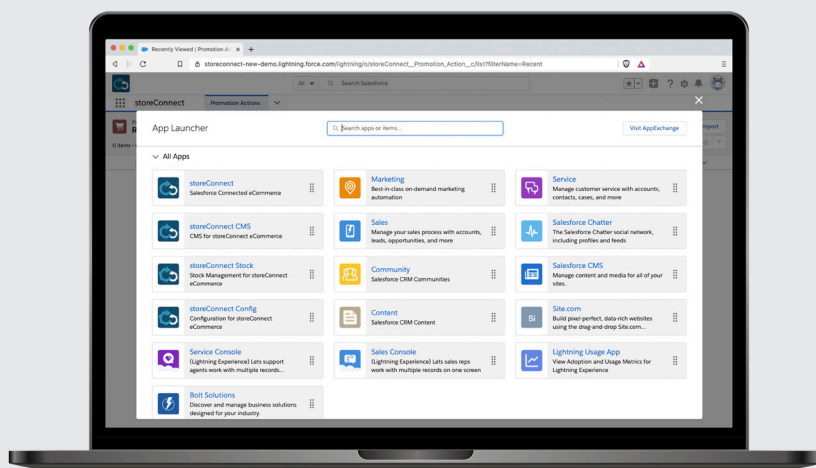
Cost effective & easy to install

Another key factor in moving forward with storeConnect was the price comparison. The cost of the annual storeConnect subscription was less than the expected integration and maintenance costs with a platform like Shopify.

Robin says, *"I have personally done our storeConnect installation myself with no* technical support. I'm not a developer and have minimal website building experience. In just a day I was able to go live with a fully functioning eCommerce website by editing content and uploading media myself, all within Salesforce CRM.

"My advice would be to explore a solution like storeConnect that isn't expensive, doesn't require integration solutions with Salesforce, and where the learning curve is negligible for a Salesforce user."

"A huge amount of time has been saved by not having to duplicate our product catalog from Salesforce Products to our eCommerce system. This would have cost a lot to keep these in sync manually." – Robin

Benefits of storeConnect

With the added bonus of it being easy to implement and maintain, storeConnect offers a powerful, fully customised, fully integrated, affordable Salesforce eCommerce solution built on the Salesforce Heroku platform. It allows companies to build, deliver, monitor and scale an affordable eCommerce solution that is fully managed within Salesforce (i.e. no separate interface to learn or manage) and instantly synchronises all information to a Salesforce org.

"With storeConnect I didn't need to consider any integration costs, nor did we need to install 3rd party plugins to meet specific requirements. It was simple to set up, required no development skills and we were able to go live rapidly.

"The only maintenance required is ongoing content optimisation, allowing our business to focus on what matters, not the tech behind it.

"Also a huge amount of time has been saved by not having to duplicate our product catalog from Salesforce Products to our eCommerce system. This would have cost a lot to keep these in sync manually", says Robin.

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