etg &

TECHNOLOGY SERVICES

salesforce
commerce cloud

salesforce
marketing cloud

salesforce
service cloud

JIRA   *Dell* **Boomi**

ICRC
THE INTERNATIONAL
COMMITTEE OF THE RED CROSS

SERVICES

- Implementation and Maintenance of B2B and B2C eCommerce Portal on Salesforce Commerce Cloud including Salesforce Service cloud (Learning cloud)

- Migrated from ATG Oracle commerce platform to Salesforce Commerce Cloud platform.

- Implemented Salesforce Cloud Integration services to connect with ERP and other 3rd party systems.

- Migrated from Marketo platform to Salesforce Marketing CloudQA services (Functional & Performance)
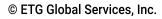
PROJECT SUMMARY

Client sought to migrate their application from an inefficient architecture design to a newer high-performance platform that had additional features and that could be integrated with additional systems.

They also wanted to create individualized, highly branded customer experiences and wanted a experienced technology partner to hand hold them and develop a seamless marketplace model that could manage their B2C and B2C commerce requirements.

ETG consulted, engineered an implementation process involving migration from multiple technology platforms. We then built a robust integrated back-end system that included User Subscriptions, User management, Marketplace fulfilment, Payments, Onsite ratings & reviews, statistical dashboards with business-critical reports, and an easy-to-maintain customer service interface, that also included vendor management and engagement capabilities.

THE OUTCOME
- Quickest time to market implementation
- **100%** - increase in Online repeated sales
- **50%** - increase in mobile conversion rate
- **100%** ROI within 1 Year