



**Industry:** Wine

**Products Used:** Commerce Cloud

**Integration:** Apprise, Pocket advantage

### **Purpose / Problem Statement :**

- Struggle to manually update Product data from Apprise(third party system) to commerce website.
- Manually add/update orders data from Pocket Advantage(POS system) to CRM and Commerce website.
- Showcase Product's Variations based on Cases of bottles as well as sell individually based on sku.
- Less number of customer retention as smart product recommendations were missing.
- Had to work with many data sets and combine it to make business decisions which were still not 100% accurate.

### **Solution :**

- With the B2B Commerce template, quickly create a B2B store using Lightning Experience functionality and core Salesforce objects. B2B provides various features and is always in sync with Salesforce CRM which helps to track the data.
- Write custom logic to sync Apprise integration with B2B Commerce Products
- Get the Order and relevant Products by integrating with the Pocket Advantage POS.
- Created custom components for showing related products, best sellers.
- Accommodated Product Variations feature to Accommodate the need of selling Cases of bottles, single bottle and variety of bottle sizes of same products with different prices.
- Custom reports, dashboards and list views for CRM purposes and decision making.

### **Benefits :**

- Dynamic dashboard helped to take critical business decisions.
- Winebow revenue increased by 30% after launching the B2B store.
- Buyer retention increased by 40% due to smart product recommendations.
- Saved time and people's efforts to manually enter/update Product and Order data in multiple systems.
- Overcome the human errors resulting in accurate data for analysis and productive decisions.
- All the legacy data was updated to Salesforce hence Buyer experience was emphasized.
- Increase Customer's Satisfaction and revenue growth based on the solution.

- Information is available 24x7, up-to-date and Real-Time.
- Increase in Customer's Trust as Customer is called "God" in business.
- Complete 360-degree information for the Customers and their payment status

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We set up a storefront with 2 integrations involved.

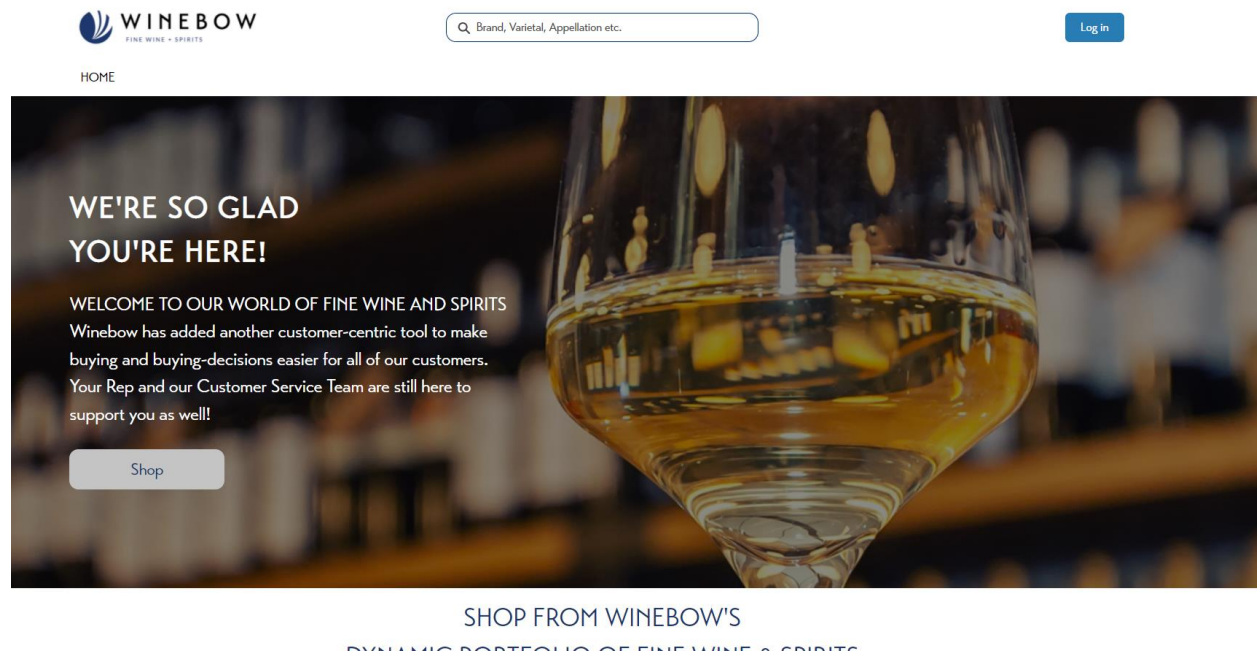
1. Salesforce <> Apprise
2. Salesforce <> Pocket Advantage

### Setting up a storefront:

Standard OOTB allows users to drag and drop the component by a tool called experience builder. Setting up a storefront, creating catalogs, assigning products to those catalogs, entitlement policies, setting up a buyer user.

OOTB features are vast and the store can be customized by multiple offered themes by Salesforce. We followed the figma file given by our client and replicated it in a similar way to match their requirements.

Attached image of Home page:



**Product PLP:** Once the catalog is created, products are assigned to it. Product listing pages can be configured by standard as well as by custom. Products were shown on PLP with a list view according to the requirement.

Attached image of PLP

The screenshot shows the Winebow website's product listing page. At the top, there is a search bar with the placeholder text "Brand, Varietal, Appellation, etc" and a user profile for "Melonusa Buyer". Below the search bar is a navigation menu with links for HOME, WINE, BRANDS, VARIETALS, SPIRITS, CATEGORIES, and COLLECTIONS. The breadcrumb trail indicates the current location: Home > Wine > Argentina > Mendoza. The main heading shows "1 - 40 of 135 Items" and a "Sort By" dropdown menu set to "Best Match".

On the left side, there is a "Filters" section with a "Clear All" link. Under the "Brand" filter, several options are listed with checkboxes:
 

- Argento (1)
- Cateno-Alta (5)
- Cateno-Appellation (4)
- Cateno-Classico (7)
- Cateno-Vista Flores (1)
- Cateno-Zapata (6)

 A "Show More" link is also present.

The main content area displays three product cards:
 

- Santa Julia Innovacion Rose**: Red Blend, 2020, 750 ML. Includes a "VIEW OPTIONS" button.
- Santa Julia Innovacion Rose**: Red Blend, 2019, 1000 ML. Includes a "VIEW OPTIONS" button.
- Santa Julia Organica Cabernet**: Cabernet Sauvignon, 2020, 750 ML. Includes a "VIEW OPTIONS" button.

**Product PDP:** Products to be shown with various details viz: Brand, size, age, UOM, etc were shown on product detail page. We also created a variation which is provided by standard OOTB.

Custom components on PDP:

1. Created a custom LWC to show the description of the product.
2. Show in stock or out of stock
3. Created a LWC component to show related products by various filters.

The screenshot shows the Winebow website's product detail page (PDP) for "Motoko Honkaku Shochu Rice". The top navigation and search bar are identical to the previous screenshot. The breadcrumb trail is: Home > Collections > Spirits of Japan.

The product card features:
 

- Motoko Honkaku Shochu Rice**
- SKU# OKOHSNVC
- Vintage 1991
- A green checkmark icon followed by the text "In stock".
- A "UOM" dropdown menu currently set to "Select...".
- A quantity selector showing "1" with minus and plus buttons.
- "ADD TO CART" and "ADD TO LIST" buttons.

At the bottom of the page, there is a disclaimer:
 

ITEM AVAILABILITY: Availability will be confirmed by your Sales Rep. Limited quantities per customer may apply.  
 TAXES AND FEES: All applicable taxes, broken case charges and shipping fees will be applied to final invoice.

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## Recommended Products


### Related Items

 Colorful Honkaku Shochu Sweet Potatoe <a href="#">VIEW DETAILS</a>	 Kana Honkaku Shochu Sugar and Rice <a href="#">VIEW DETAILS</a>	 Mahoko Honkaku Shochu Sweet Potato Rice <a href="#">VIEW DETAILS</a>	 Selephant Honkaku Shochu Sugar and Rice <a href="#">VIEW DETAILS</a>
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## Creating Footer:

By experience builder we created a footer and redirected to various links.

<b>SUPPORT</b> FAQ Contact Us	<b>TRADE RESOURCES</b> Knowledge Center Events Trade Tools Acclaim	<b>WINEBOW</b> About Us News	<b>GENERAL</b> Sitemap Privacy Policy Copyright Policy Terms of Use Terms of Sale Accessibility
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FINE WINE + SPIRITS

**CONTACT US**  
For inquiries or general questions  
please contact us [winebow.com](mailto:info@winebow.com)  
We're here M-F, 9am-5pm EST


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## Cart page:

The cart page follows the standard OOTB. The checkout process has various options like PO or credit terms. We customised and set up a default COD system for all the payments.


  
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Q Brand, Varietal, Appellation, etc

 Melonusa Buyer 

HOME WINE BRANDS VARIETALS SPIRITS CATEGORIES COLLECTIONS

**Cart (1)** Sort By Newest to Oldest

	<b>Santa Julia Innovacion Rose</b> UOM: 1 Bottle SKU# SJAIRS20DIB Price per unit \$6.99	QTY	-	1	+	\$6.99	x
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**Cart Total**

Subtotal	\$6.99
<b>Total</b>	<b>\$6.99</b>

[GO TO CHECKOUT](#)