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SALESFORCE COMMERCE CLOUD

AN EXHAUSTIVE GUIDE TO SETTING UP THE BEST ECOMMERCE STOREFRONT

6 ACTIONABLE TIPS TO MAXIMISE REVENUE AND OFFER THE BEST CUSTOMER EXPERIENCE

Executive Summary

The purpose of this playbook is to help retailers enhance their ecommerce storefront with Salesforce B2C Commerce's "Out of the Box" features to improve their consumers' purchasing experience by implementing seamless connectivity between the user interface, backend, and legacy systems.
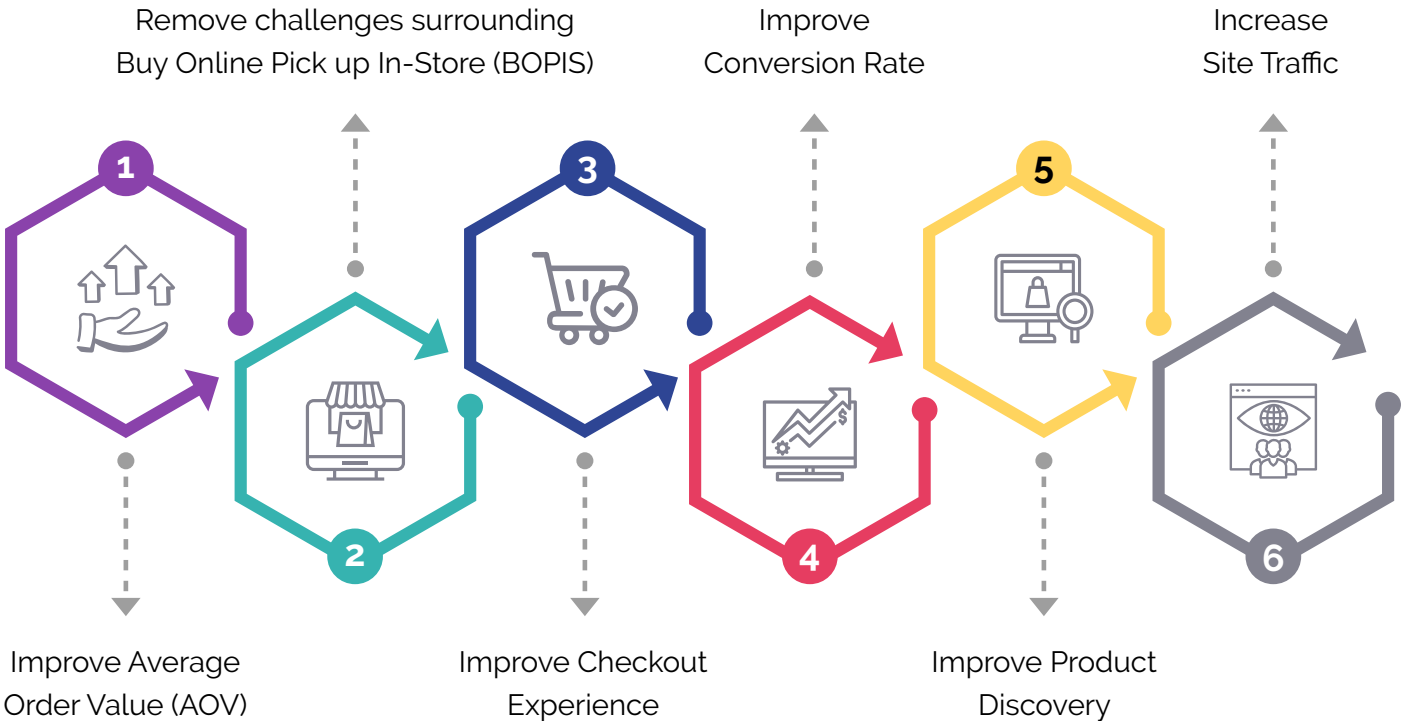
Who should choose Salesforce Commerce Cloud?

Salesforce Commerce Cloud (SFCC) is a fast, flexible, cloud-based solution that delivers memorable customer experiences, streamlines your operational efficiency, and creates phenomenal growth opportunities. If you're a Fortune 1000 company or have a sizable revenue and want to scale globally with all of the perks offered by modern retail strategies, SFCC is the right platform of choice.

Salesforce Commerce Cloud has a plethora of capabilities for managing ecommerce operations

and providing outstanding customer care. It connects seamlessly with other Salesforce's products and can be easily connected with systems outside of the Salesforce ecosystem as well. With a 99.98% uptime and unmatched application- and infrastructure-level security, SFCC is a trusted ecommerce partner for most medium and large-sized B2C businesses.

In this playbook, you will learn how to use Salesforce B2C Commerce Cloud to:

Remove challenges surrounding Buy Online Pick up In-Store (BOPIS)

Improve Conversion Rate

Increase Site Traffic

Improve Average Order Value (AOV)

Improve Checkout Experience

Improve Product Discovery

Retailers require a digital commerce vendor that can help them develop a competitive edge in areas like business adaptability, customizability, experience management (content), and technological versatility, as well as support sales across countries and sectors, whether they're B2C, B2B or D2C

Improve Average Order Value (AOV)

What is the AOV (average order value)?

The average order value measures the average amount spent each time a customer places an order on a website or through a mobile app (AOV). Divide total revenue by the number of orders to find your company's AOV.

$$\text{Average Order Value (AOV)} = \frac{\text{Revenue}}{\text{Number of Orders}}$$
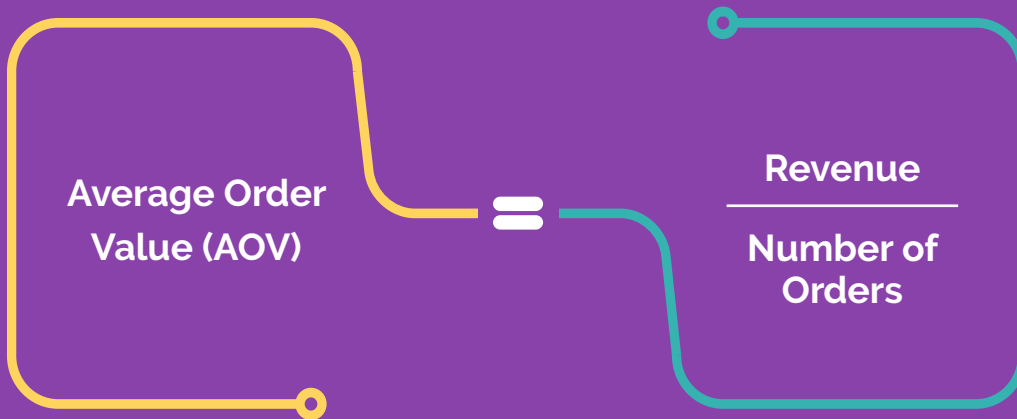
Why does average order value matter?

Knowing your company's average order value can help you evaluate your entire online marketing efforts and pricing strategy by providing the numbers you need to assess individual customers' long-term worth.

The AOV serves as a benchmark for consumer behaviour, allowing you to establish targets and measure how effectively those initiatives are functioning. When it comes to generating website traffic, some marketers overlook the fact that raising AOV is more significant and lucrative. Expanding traffic is usually expensive, but increasing AOV is not. Because each order has a transaction cost, raising your AOV is a technique to enhance direct income and profits while consumers are already purchasing from your store.

Leveraging Einstein Analytics in Salesforce to build customer loyalty! How does **Commerce Cloud Einstein** Improve AOV?

Customers are often presented with **Einstein Search Recommendations** via the type-ahead search fly-out menu. Enabling Einstein Search Recommendations in Your Storefront; SiteGenesis and Storefront Reference Architecture (SRFA). It will present many suggestions in the search suggestions window. Use the recent search term customization to integrate popular search words as well.

Did you know that **Einstein Search Dictionaries** can assist you in optimising your site search? Einstein analyzes search patterns and gives optimization suggestions, saving your team time! Einstein Search Dictionaries analyse all site searches to uncover common phrases that aren't already in your dictionaries. Algorithms then offer a suitable synonym list, ensuring relevant search results every time.

Einstein Commerce Insights - A robust shopping basket dashboard that analyses your customers' purchasing behaviour. Plan and promote better shopping experiences by delving deeply into metrics using simple visual tools that require no expertise.

Commerce Cloud's **predictive sorting and filtering** function aid in increasing AOV. Einstein uses predictive intelligence to ensure that customers only see what they want and nothing else. A site that recognises each visitor's interests and preferences will strengthen the shopper's connection with the brand.
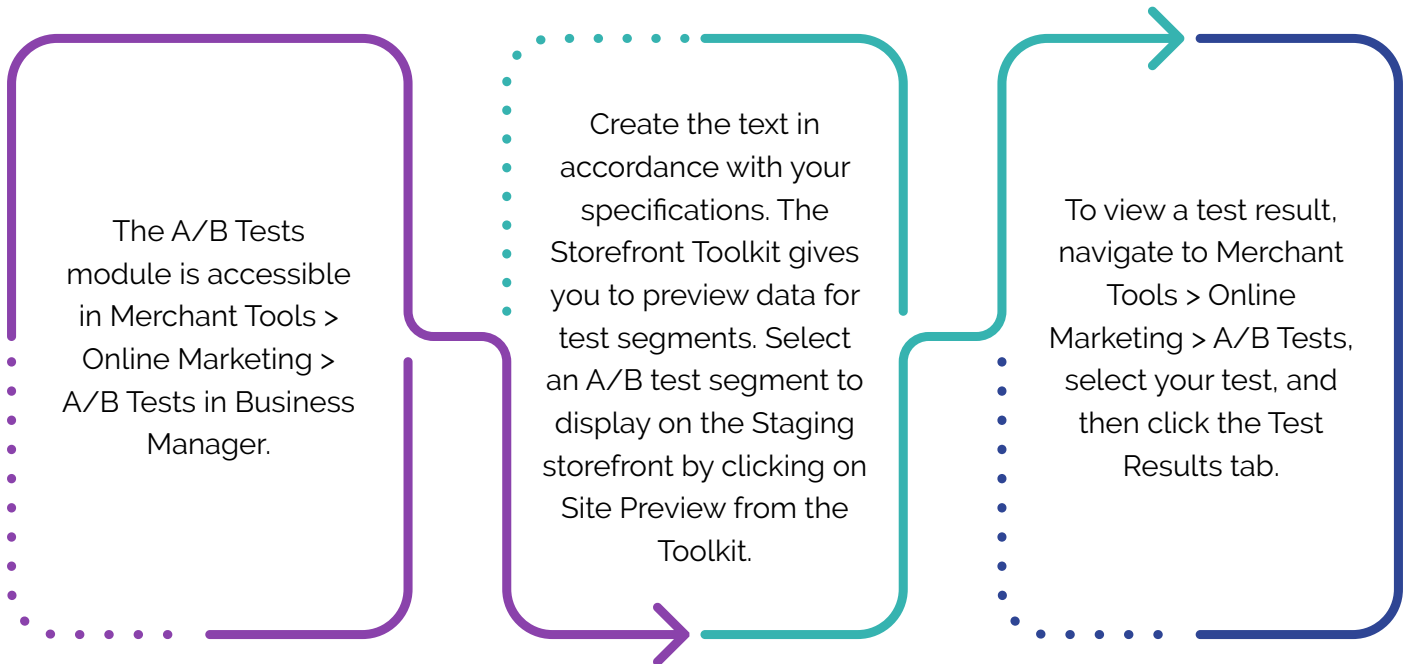
Commerce Cloud's A/B testing to improve your AOV

Each website and app has its own range of users and products, and growing AOV may be done in a variety of ways. There are various options to test within each approach, such as headlines, graphics, and calls to action.

How to create an A/B test in Salesforce Commerce Cloud?

The A/B Tests module is accessible in Merchant Tools > Online Marketing > A/B Tests in Business Manager.

Create the text in accordance with your specifications. The Storefront Toolkit gives you to preview data for test segments. Select an A/B test segment to display on the Staging storefront by clicking on Site Preview from the Toolkit.

To view a test result, navigate to Merchant Tools > Online Marketing > A/B Tests, select your test, and then click the Test Results tab.

As an example, consider cross-selling. To check if AOV increases, compare your initial shopping cart to a variant that contains a "People who purchased this also bought this" statement and image. Then you might try a different message, such as "Recommended items for you," to see which one gets the best AOV. With so many options for increasing your AOV, you'll need to create a systematic sequence of A/B testing that will help you to gather enough data for each test to optimise for conversion.

How "BOPIS - Buy Online, Pick-up In-Store" gives retailers an edge?

With brick-and-mortar retailers rethinking their current operating strategies in response to the ecommerce challenge, BOPIS (Buy Online Pick-up In-Store) is quickly evolving to create a seamless customer experience, offering tech-savvy customers a stronghold. This experience caters to buyers who are too busy to browse in-store and prefer to purchase products online. The strategy enables companies to provide customers with a more convenient shopping experience by combining online and in-store experiences.

Furthermore, according to research, 92% of retailers adopt the BOPIS strategy to enhance sales. Furthermore, 98% of retailers have experienced an increase in in-store purchases from BOPIS customers. Salesforce launched Quick Start Commerce Solutions for retailers to achieve BOPIS fulfilment quickly along with integrations with various payment platforms.

So, how does BOPIS Work?

The BOPIS model has become more efficient as shopping behaviour has changed, with shoppers desiring more variety and flexibility in their orders. BOPIS allows customers to execute purchases and returns in a timely and easy manner. This strategy is important for delivering orders since it allows consumers to quickly select whatever things they wish to buy and pick them up at the shop. Here's how the process works:

Customers purchase online, using a website or a mobile app

Customers make purchases online or via the app, and then choose a pick-up time and shop location. The consumer may choose when and where to pick up their purchases because real-time inventory is easily accessible.

The store fulfils the online order

This step can be completed in one of two ways.

- The store assistant utilises an app to find, choose, and pack the order when and if the item is in stock at the designated local store. They then hold it for the consumer while sending an email to inform them that it is available for collection.

- If the store does not have the item in stock, the associate will order it from a nearby store or warehouse. When it comes, the consumer is contacted and can pick up the item whenever it is convenient for him or her.

The customer picks up the order

Customers then proceed to an online pick-up location, where a store staff gives over the merchandise. Some establishments even provide curbside pick-up, which allows customers to drive up to a store and pick up their purchases without having to get out of their vehicle.

Benefits of BOPIS

| Increased Consumer Choice - Extra purchases from customers | Increased impulse buy opportunities | Shipment prices are lower, and shipping times are shorter | Better inventory management. | Fewer returns |

Buy Online, Pick Up in Store (BOPIS) is the 'new normal' but why is BOPIS still a problem for retailers?

Approximately two-thirds of consumers purchase online and pick up in-store countless times each year. Why? Because online purchases can be picked up in-store at the convenience of the shopper, the consumer has additional flexibility and control.

The time-consuming in-store search for goods is eliminated, although hands-on 'inspection' is still assured, along with the option of rapid in-store returns. Furthermore, potential delivery expenditures can be saved. The pandemic has increased the importance of BOPIS since

customers are either prohibited from purchasing in-person or focus on avoiding encounters.

Almost half of the TOP 500 retailers already provide BOPIS. At first glance, there appears to be several advantages for the retailer, since transport and packing expenses are decreased while the possibility to interact with the consumer face-to-face is created. However, some of the customer benefits come at the price of the business. BOPIS necessitates greater in-store storage capacity, forcing some retailers to reinvent their whole in-store setup.
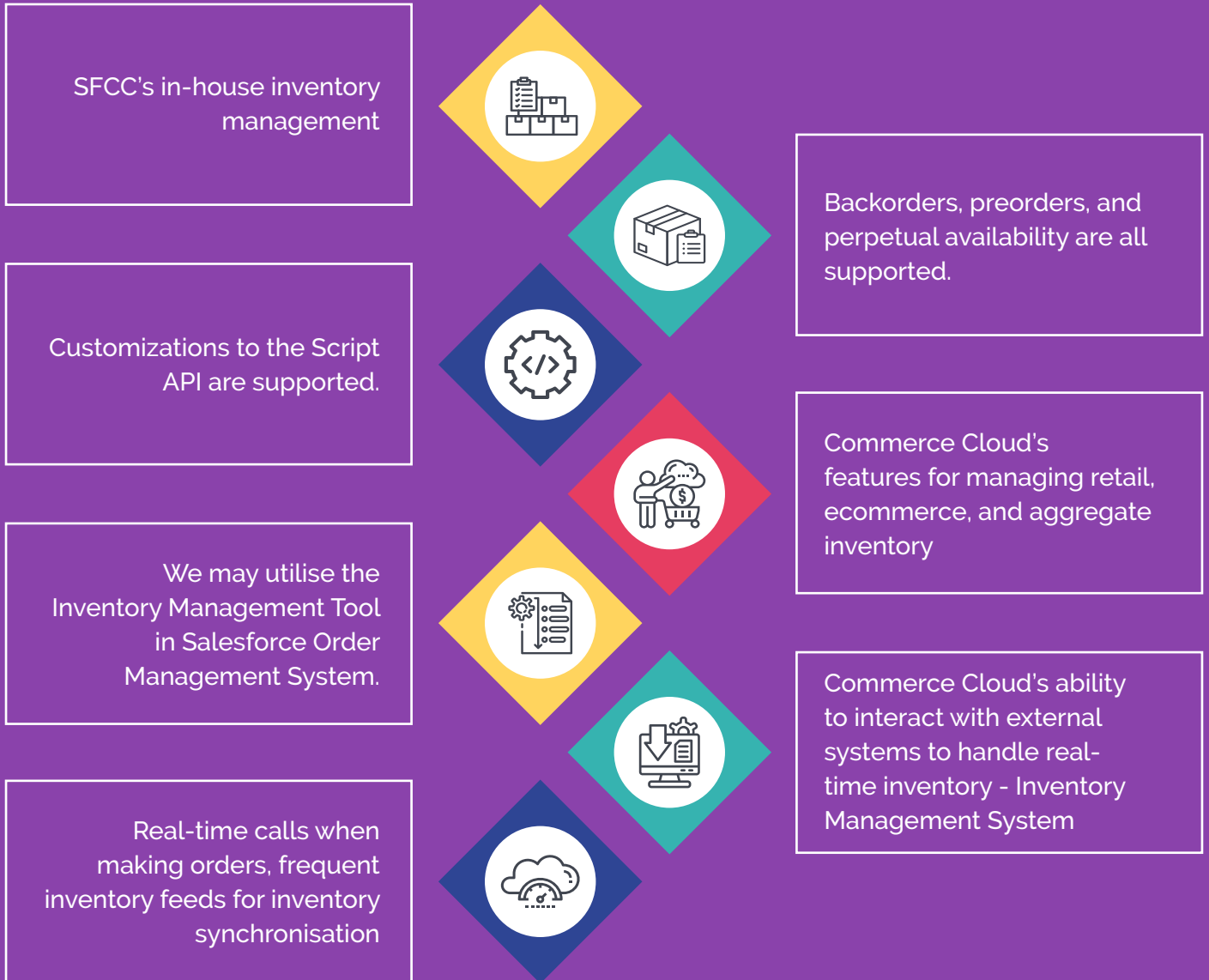

...And a couple of nice-to-haves

While BOPIS provides the chance to obtain a competitive advantage in the digital era, it is not without challenges. To get the BOPIS model right, retailers must focus on inventory accuracy, which includes careful stock management and fraud prevention.

How does SFCC helps?

The Commerce cloud platform includes basic inventory monitoring capability for storefronts. It is designed to be used in combination with an external inventory management system, with the external system serving as the system of record for inventory data. You can also link with Salesforce Omnichannel Inventory for more sophisticated features.

SFCC's in-house inventory management

Backorders, preorders, and perpetual availability are all supported.

Customizations to the Script API are supported.

Commerce Cloud's features for managing retail, ecommerce, and aggregate inventory

We may utilise the Inventory Management Tool in Salesforce Order Management System.

Commerce Cloud's ability to interact with external systems to handle real-time inventory - Inventory Management System

Real-time calls when making orders, frequent inventory feeds for inventory synchronisation

Employing multiple options for serving BOPIS customers and allowing them to collect their online purchases shows that retailers are going above and beyond. It would be ideal if you are a retailer with hundreds or thousands of locations and provide consumers with a plethora of alternatives for indicating which store is preferred for every order. However, single locations can provide item lockers, over-the-counter, curbside, or other choices to help ensure a great experience.

In fact, by 2025, 10% of all retail sales are expected to be fulfilled using BOPIS. Salesforce ecommerce can include the integration of BOPIS with Salesforce Marketing Cloud to support your shopper experience journey and the personalization of messages and notifications. Brands can meet and exceed consumer expectations online, on mobile at the curb, and beyond by using the power of Salesforce Commerce Cloud.
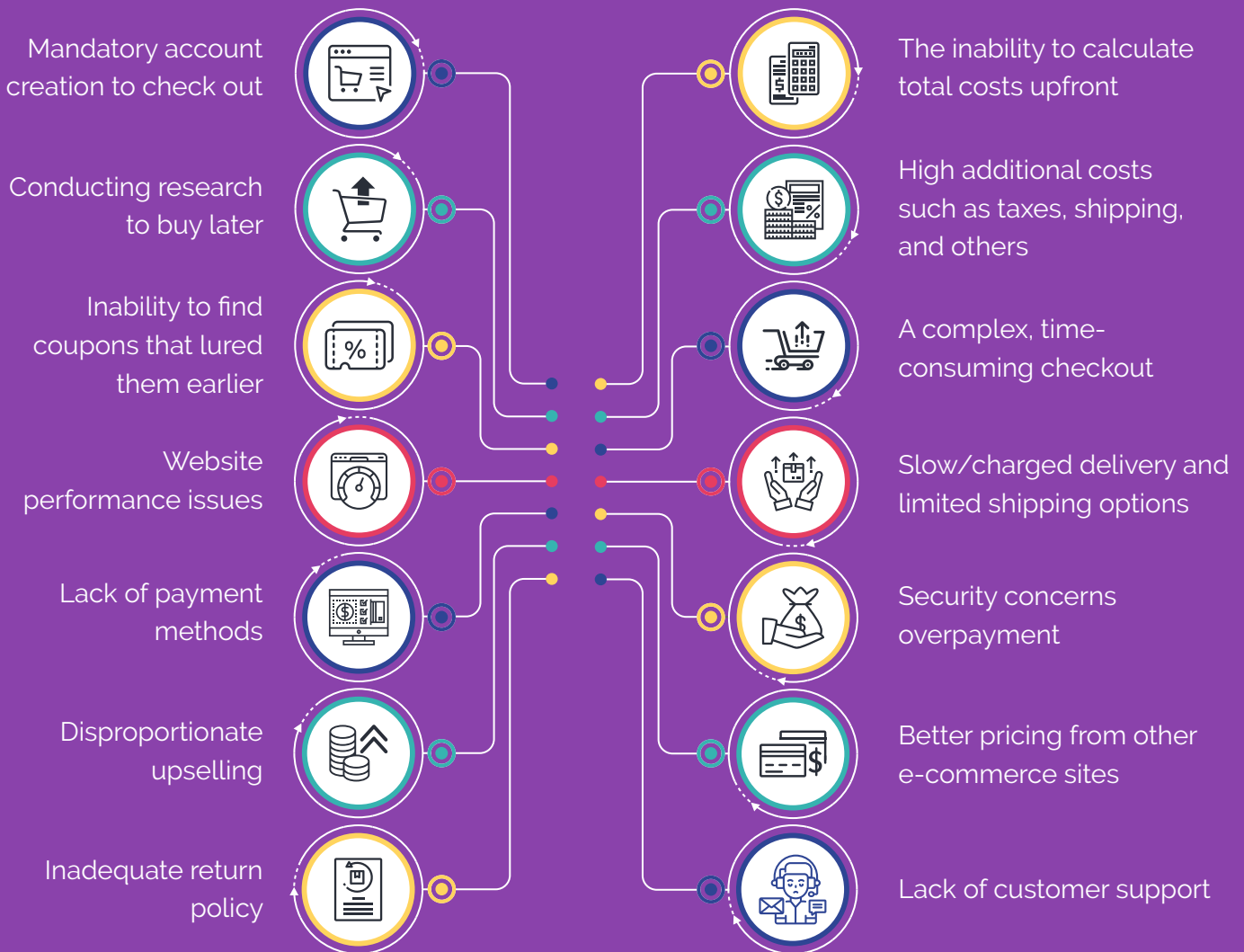
Improve Checkout Experience

Creating the best ecommerce checkout for customers entails creating a positive customer experience in order to increase your conversion rate. Focus on lowering your cart abandonment rate for the greatest outcomes, since consumers who leave have a big influence on your bottom line.

Why do customers abandon their cart?

The reasons could be numerous, including:

Mandatory account creation to check out

The inability to calculate total costs upfront

Conducting research to buy later

High additional costs such as taxes, shipping, and others

Inability to find coupons that lured them earlier

A complex, time-consuming checkout

Website performance issues

Slow/charged delivery and limited shipping options

Lack of payment methods

Security concerns overpayment

Disproportionate upselling

Better pricing from other e-commerce sites

Inadequate return policy

Lack of customer support

The reasons are plenty, but **what is the way forward?**

Context is key, so gather all of the facts and conduct your investigation. Understand your users' behaviour and decision-making process, as well as the triggers and anxieties they experience.

How Salesforce helps retailers reduce cart abandonment & Strategies for Increasing Checkout Conversion!

1 **Checkout Audit:** Various choices for reviewing and measuring your existing checkout experience.

2 Strategies for improving checkout conversion

- Buy Now (One-page checkout like Amazon), OTPs are automatically generated (With customer consent), Choosing the default payment and shipping methods, Any available ecommerce site wallet is automatically redeemed (if available like Amazon pay Balance)

- Send out automated emails when a shopping cart is abandoned.

- Run advertisements for users who have abandoned their shopping carts.

Give your consumers a memorable experience. When a consumer begins to check out, the customer journey does not break apart with the right payment solution. If the transaction is completed quickly and easily, the consumer is delighted with their engagement with your business and anxiously awaiting the arrival of the product.

You don't need to solve any complex riddles to develop a customer-friendly checkout experience. Salesforce Commerce Cloud, Salesforce CPQ, and Salesforce Billing may easily meet the aforementioned requirements. Do not lose a single customer during checkout anymore!

Improve Conversion Rate

Salesforce makes lead conversion measurement simple and precise for sales teams. Total Lead Count and Converted Leads are two components of the Salesforce dashboard. This gives a one-time snapshot of the impact of your lead generation activities on your total sales pipeline and closed business. But how do you measure it, and, more importantly, how can you enhance your conversion rate?

How do you figure out the conversion rate?

Conversion is rather simple to calculate. Simply divide the number of conversions in a specific time period by the total number of visitors that visited your ecommerce site or landing page and multiply by 100%.

$$\text{Conversion rate} = (\text{number of conversions/total visits}) * 100\%$$

One of the amazing things about conversion rate is that you can be as specific or as wide as you want with it.

Here are a few different sorts of conversion rates to consider, as well as methods for analysing performance based on this data:

Conversion rate overall (how well does your website convert traffic from any source?)

Page-level conversion rate (which of these pages converts traffic better?

Conversion rate of the campaign (Did my targeting modifications enhance anything?)

Individual ad conversion rate (does my ad wording need to be changed? Does this advertisement generate more qualified traffic?)

Keyword conversion rate (which keywords should receive more funding?)

Once you've figured out what's feeding your traffic, utilise the links below to delve more into the various reasons and recommendations: Either way, if traffic is increasing or decreasing - review conversion and revenue KPIs.

Things to keep in mind - Up and down traffic

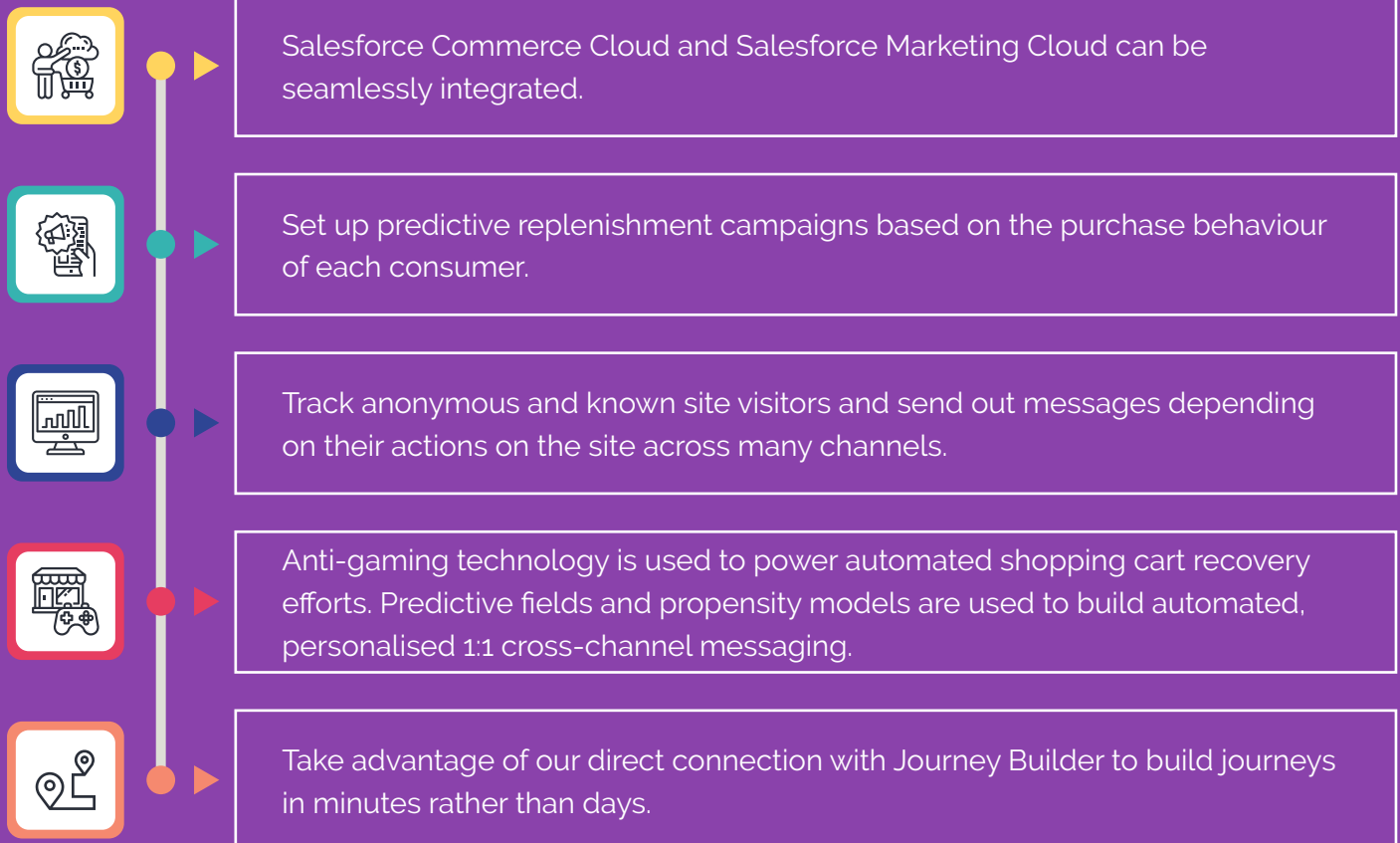|	
If your site traffic is increasing, first determine whether it is Qualified Traffic - are the visitors YOUR intended customer?	The first step is to evaluate traffic to see if it is qualified. Are the people that visit your website YOUR target market?

Data is considered the most underused asset by 87% of retailers; however, the majority of them haven't used data-driven marketing to improve overall conversion rates.

Nurture and grow leads

It is critical to reaching out to prospects with planned communication to guarantee a consistent flow of high-quality leads into your sales funnel. Connect customer purchase history and transactional data from Salesforce Commerce Cloud with Salesforce Marketing Cloud marketing campaigns to create data-driven digital marketing solutions. Campaigns can be an excellent method for lead nurturing.

How does Salesforce Improve Conversion rate?

Salesforce Commerce Cloud and Salesforce Marketing Cloud can be seamlessly integrated.

Set up predictive replenishment campaigns based on the purchase behaviour of each consumer.

Track anonymous and known site visitors and send out messages depending on their actions on the site across many channels.

Anti-gaming technology is used to power automated shopping cart recovery efforts. Predictive fields and propensity models are used to build automated, personalised 1:1 cross-channel messaging.

Take advantage of our direct connection with Journey Builder to build journeys in minutes rather than days.

Targeted marketing guarantees that prospective consumers are well-informed about your products and services before speaking with your sales representative. You may use Salesforce Campaigns to:

- Target leads with tailored communications based on their interests, behaviours, and other factors.

- Use Salesforce to increase visibility, track, measure, and report on your marketing activities. Draw insights for products, campaigns, sales, search. There are three Reports & Dashboards roles. The admin assigns only one role per user. Here's how to launch the Reports & Dashboards app. Open Business Manager. Click Merchant Tools > Analytics > Reports & Dashboards.

Customer manager

Allows access to all reports and account settings

Performance user

Allows access to all reports.

User

Allows access to all reports except the Real-Time performance reports.

- Significantly accelerate your sales cycle

Improve Product Discovery

The consumer employs a search word or phrase to locate what they're looking for in an ecommerce search. For example, a customer may write "Square wooden table" into the search box. After that, the ecommerce search engine looks for a product that matches that description.

Doesn't this procedure appear to be straightforward? That's a little more tricky. Isn't this, on the other hand, a beneficial thing for your e-commerce business? Let's look at how you may increase your company's product search and discovery.

Strategies to Increase Product Discovery using Salesforce Commerce Cloud

Commerce Cloud Einstein - Einstein Recommendations, Sorting & Search Recommendations

- Add 1:1 personalisation to product suggestions, search recommendations, and sorting rules with Commerce Cloud Einstein!
- Einstein Predictive Sort combines Artificial Intelligence (AI) with customer data to give more personalised product results.

Optimize Site Search

A navigational search aids consumers in quickly locating requested goods. This method would entail providing browsing pages with relevant phrases grouped together.

Filtering & Sorting

Users on your site can utilise search filters to narrow down search results to exactly what they're looking for. Facets guarantee that the user only sees filters that match the search results.

Improve UX Design

- Product vision boards, empathy maps, user personas, and user journey maps are common design artefacts generated as part of the discovery process.
- To verify features, create low- or high-fidelity clickable prototypes and test them with users. If necessary, do this in numerous iterations.

Increase Site Traffic

Make your website organically searchable.

If you follow these steps, you'll be well on your way to search engine optimization (SEO). These pointers will assist you in producing your finest work.

1 Make your website easy to find

2 Make the most of your website's content

3 Make your images more appealing

Promote your site with digital ads

Digital adverts on websites like Facebook and applications like Instagram may be targeted to very specific demographics, such as age, gender, interests, and educational level. The information you have about your website's visitors' activity—such as what pages or goods they looked at and when—can help you simply create and manage advertising that targets those who are looking for what you have to offer.

Drive traffic to your website with email

Email marketing is a tried-and-true method of driving traffic. Email may be a great way to target and enlighten your audience, as well as direct them to certain pages on your website.

Engage your audience on social media

You could be utilising social media to share some of the same information that you have on your website, such as articles, images, or special offers. Did you know that, in addition to amplifying your message, social media may also help you increase visitors to your website? If your website allows for e-commerce, for example, you can use social media to promote a deal and drive visitors to it.
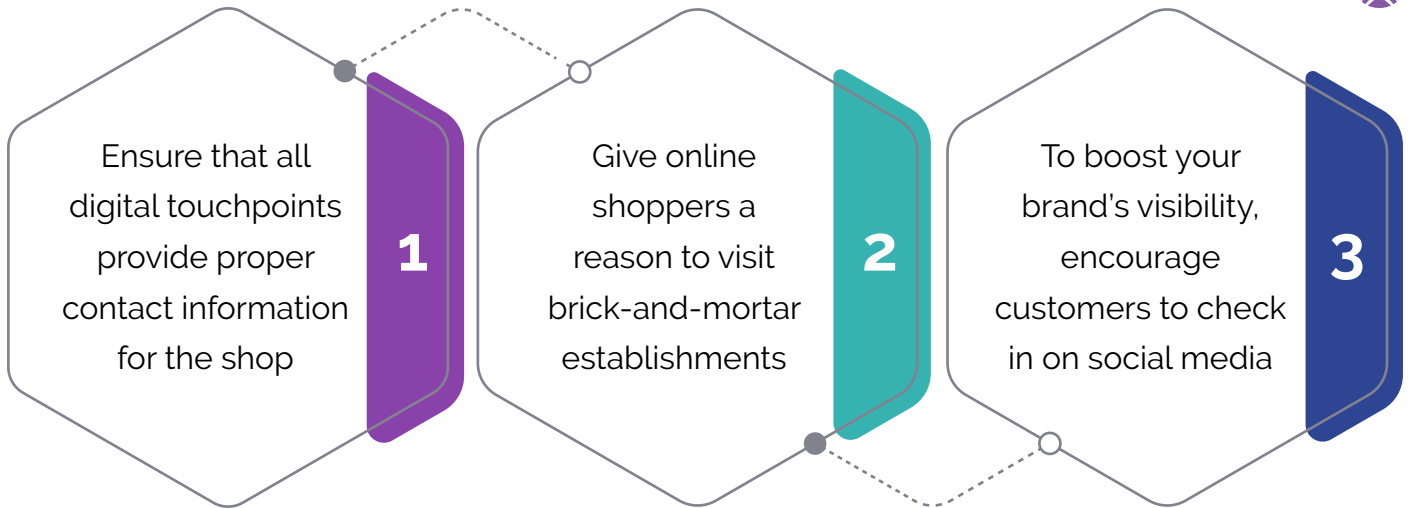

Leverage digital engagement to increase in-store engagement

According to Forrester, social media influences 47 % of millennials when making a purchase choice, including those made in physical stores, and 19 % of all consumers when making a buy decision.

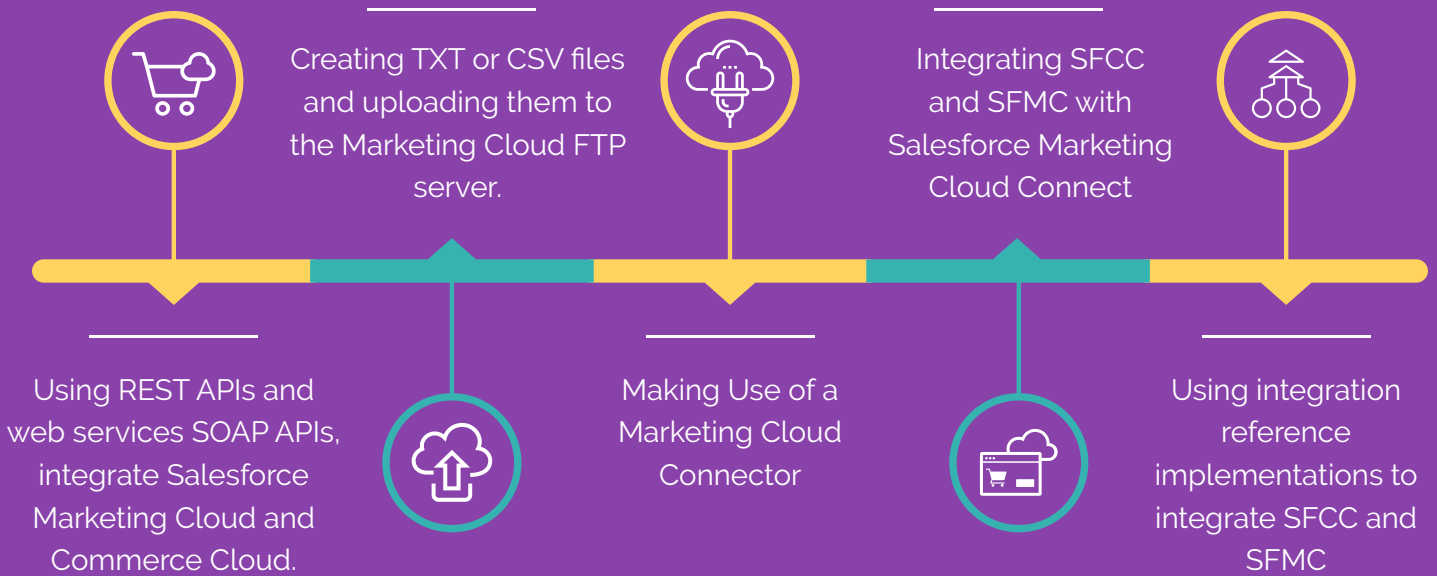Make sure your store branding is current and consistent across all digital touchpoints where your brand is displayed to assist improve your digital presence. Go above and above to post, engage, react, and provide insight to your digital audience on a regular basis. 3 things to think about when it comes to increasing in-store foot traffic through digital interaction

| Ensure that all digital touchpoints provide proper contact information for the shop | **1** | Give online shoppers a reason to visit brick-and-mortar establishments | **2** | To boost your brand's visibility, encourage customers to check in on social media | **3** |

Although every small company owner is busy, it is critical to schedule time to advertise your website. You may have the nicest website in the world, but no one will know how fantastic the site or your company - is until you bring traffic to it. It's an important aspect of expanding your business, and it will pay off.

How to increase Site traffic with Salesforce

Creating TXT or CSV files and uploading them to the Marketing Cloud FTP server.

Integrating SFCC and SFMC with Salesforce Marketing Cloud Connect

Using REST APIs and web services SOAP APIs, integrate Salesforce Marketing Cloud and Commerce Cloud.

Making Use of a Marketing Cloud Connector

Using integration reference implementations to integrate SFCC and SFMC

Conclusion

When it comes to Salesforce commerce cloud, there are a lot of moving components, as this playbook explains. There is no one answer at the top of the tech stack in this new environment. It's all about putting together best-of-breed solutions that can work together flawlessly despite being independent of one another. Moving to a modern commerce architecture and mapping out your commerce, content, and implementation approach can increase agility and provide a superior customer experience.

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- https://rb.gy/iwqrjn

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About Aspire System

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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