

Client

A large international retailer with a network of offline and online stores around the world with headquarters in the UK

Solution

Salesforce, Integration
B2C Commerce Cloud

Industry

Retail

Challenge

The client uses a legacy system for its online stores. The system no longer satisfied the needs of the company and the client came up with the idea to upgrade the system. At the same time, the client was concerned about the high degree of integration of the current solution with CRM and ERP.

Solutions

After the phase of collecting business requirements, we concluded that the best solution to cover all the needs of the client would be Salesforce B2C COMMERCE CLOUD.

INTEGRATION with major data sources and systems such as SAP WITH the accounting, inventory, and order management SYSTEMS, as well as with SERVICE CLOUD. The team used SAP HANA TO INTEGRATE SAP BI WITH SALESFORCE as the only source of all information about offline and online sales. During the development of templates and behavior scenarios, it was obtained not only to cover all the original functional modules but also to expand further the capabilities of online stores and the relevance of their information about the availability of goods, including through integration with the warehouse in SAP.

FOR ORDER MANAGEMENT, the team configured an INTEGRATION WITH COMMERCE CLOUD AND SERVICE CLOUD. The problem of lack of order data was solved primarily for the service team, as well as a sufficient amount of information for offline retail for each client and the status of his loyalty program.

MARKETING CLOUD SOCIAL STUDIO INTEGRATION with LinkedIn and Facebook, which allows a better engagement with customers coming from social networks.

EMAIL TEMPLATES BUILDER CONFIGURATION to let the client create emails and integrate them with Marketing Cloud.

Results

- **Redistribution of time to higher priority tasks**

The client focused on the development of marketing tools and deep analytics and devoted significantly less time to supporting the e-commerce system.

- **Time savings**

The rejection of the legacy product has significantly lightened up the load on the internal team.

"All consultants are very driven and excel at what they do.

Routine Automation has delivered great work. They maintained excellent communication and great flexibility. They proved to be hard-working individuals who are results-driven and talented. There aren't any areas for improvement to suggest."