

CASE STUDY

jooki

Salesforce CRM "Commerce Cloud" Website Enhancements



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Business Challenge & Requirements

- Client implemented a solution on Salesforce with Commerce Cloud in Website.
- Deals in only high-quality speaker that gives kids safe, screen-free access to streaming audio content.
- Website and related functionality was built but not aligned as per business process.
- There were Page changes along with SEO changes required to streamline the website
- Discussed the Scope and aligned InfoDrive Team to streamline the website and do necessary changes as requested.



Technology: Salesforce CRM (Commerce Cloud)
Engagement Model: Offshore/Support
Methodology: Agile & Scrum

Solution & Benefits

- InfoDrive discussed with stakeholders and freeze the Scope of Work by preparing the documentation for the related changes after reviewing the existing website
- InfoDrive Proposed a team and did the changes like below:
- Page changes: Add/Remove Logo's, Remove external link from Widget
- SEO changes: Fixing errors, Resource links, Canonicalization, Schema markup and much more.



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