We provide our clients with highly specialized delivery services, driven by a consistent business vision that can substantially enhance their outcomes

We drive your Business in the Fast Lane to Success!

Our comprehensive support spans from the initial stages to post-sales, delivering substantial business value and providing strategic consulting to maximize results
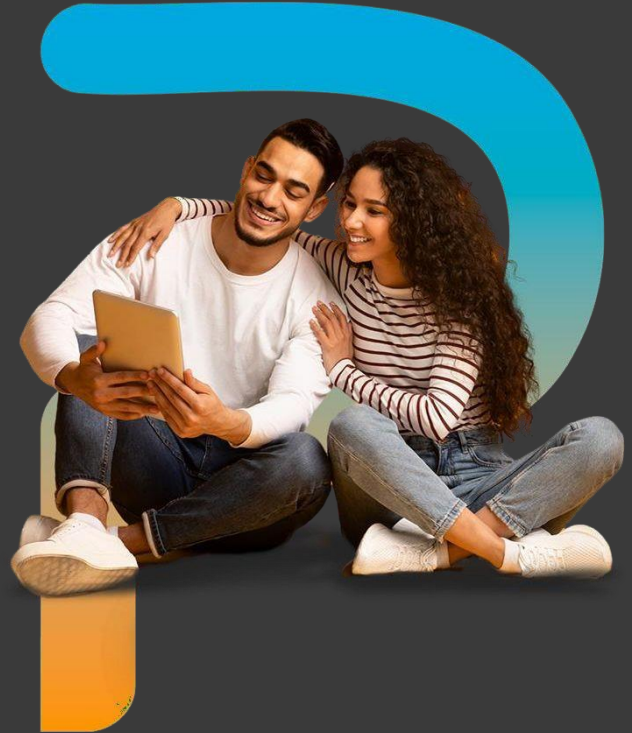
We operate in all facets of data-driven marketing with technologies and services throughout the customer lifecycle:

- Traffic generation with digital media

- Lead nurturing and content marketing

- Multichannel marketing automation (email, SMS, push, WhatsApp)

- CRO - Conversion rate optimization and multivariate testing

- Content marketing created from data"

CAÁ

We create marketing and sales interfaces with the most advanced methodologies and technologies in the world

- Information Architecture (UXD)

- E-commerce and Marketplaces

- Websites and Portals

- Connected Digital Commerce Applications

CAÁ

We understand marketing data and master the best customer data management technologies

- Customer Data Management (Single Customer View)

- Self-managing Database Implementation

- Customer Data Analytics

- Online Data Capture for CRM-integrated marketing actions

CAÁ

EXPERIENCE ARCHITECTURE

We design projects aligning Experience, Business, and Technology to effectively generate value for our clients.

- UXD - Interface Prototyping and Design

- CX Design - Multichannel Journey Design and Conversion Optimization

- SD Services Design - Technology Architecture integrating people, platforms, and businesses"

CAÁ

We design and implement multichannel customer service and commercial management systems

- Relationship Flow Design (CX Design)

- Multichannel Customer Service Systems

- Sales Team Management

CAÁ

We deliver far beyond a consultancy,

understanding the needs of companies based on experience and day-to-day challenges and we develop projects that adhere to the demands of each business in solutions using the clouds of Marketing, E-Commerce, Sales and Service.

Digital Excellence

Rely on experience across a range of large projects, including e-commerce, systems integrations, data-driven marketing automation, training and digital business consulting.

Data & Performance

A team specialized in collecting, organizing and making good use of your data from the launch of the project, to work continuously to optimize performance, assist in making business decisions and move towards digital transformation.

SUCCESS STORIES

Business Success Story: Amend's Transformation with Salesforce Commerce Cloud

Challenge:

Amend was in search of a high-performance platform offering integrated customer experience (CX) capabilities. With this goal in mind, they decided to migrate to Salesforce Commerce Cloud, setting ambitious objectives:

- Harness advanced features to optimize operational profitability.
- Integrate future solutions to enhance the conversion rate.
- Scale store revenue on a robust and highly available platform.
- This strategy aimed to make Amend's online presence more efficient, provide an enhanced customer experience, and drive revenue growth.

Results:
The implementation was a success, led by AlphaSquad, and delivered within the client's expectations. The critical challenge was making the migration to Salesforce imperceptible for the end customer while coordinating the process from start to finish.

Quantitative and Qualitative Results:

- A 55% reduction in platform loading time.
- A 15% increase in revenue.
- An impressive 110% growth in the conversion rate.
- Significant improvement in the user experience.

The partnership between Amend and Salesforce Commerce Cloud yielded tangible benefits, including enhanced operational efficiency, revenue growth, and improved customer satisfaction.

This case illustrates how a well-planned strategy and effective implementation can transform a business. Amend now enjoys a stronger and more profitable online presence.

COLORAÇÃO

Filtrar por

| Tipos de Cabelos ∨ | Tipo de Produto ∨ | Linha de Produto ∨ | Novidades ∨ |

ÁGUA OXIGENADA CREMOSA AMEND COLOR INTENSY 10 VOLUMES 950ML

Oxidante
Amend Color Intensy

R$39,62
R$35,66

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COLORAÇÃO AMEND COLOR DELICATÉ 4.62 CASTANHO VERMELHO IRISADO 50G

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Amend Color Delicaté

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Business Success Story : Origin: Data Intelligence
                             Destination: Satisfied Customers!

deônibus

Client Business: DeÔnibus, a company created with a heartfelt mission to serve the Brazilian people, introduced a simple and secure solution for purchasing bus tickets online.

Target Audience: BtoB BtoC BtoE BtoBtoC

Case Duration: This case represents a new venture within the company, demonstrating how a forward-thinking approach can evolve existing operations to new heights.

The Challenge: In the 28th ABEMD Awards, the CRM / Loyalty Specialty category, without a communication campaign, Deonibus aimed to combine innovation, technology, and a Customer Experience (CX) vision. The challenge was to infuse technology and data intelligence while gaining an operational overview.

The Customer Satisfaction (CSAT) was low with just 2% participation through a single channel (Email). Campaigns were struggling to deliver value due to a lack of customer segmentation.

Objectives: Deonibus sought to achieve several measurable objectives with this project, including:

- Strengthening the brand.
- Improving the customer experience.
- Gaining an operational overview.
- Scaling the business.
- Enhanced data-driven decision-making.
- Reduced ROI and improved KPIs.

Strategy and Methodology: To tackle these challenges, Deonibus adopted a comprehensive approach.

- They implemented the Zendesk tool for pre and post-sales support and integrated Salesforce Marketing Cloud through microservices offered by the Claravista platform.
- The strategy was to provide an omnichannel customer experience and feed Salesforce Marketing with data for highly targeted segmentation.
- The result was a valuable, engaged audience and an enriched customer experience. KPIs were closely monitored to drive marketing campaigns.

Results Achieved: Deonibus's efforts led to remarkable results, including:

- A 55% reduction in platform loading time.
- A 15% increase in revenue.
- An astounding 110% growth in the conversion rate.
- Substantial enhancement in the user experience.

The company's investment in intelligent processes, customer-centric choices, and a commitment to excellence has consistently converted more sales and strengthened its brand.

Como podemos ajudá-lo?

Faça uma pesquisa...

Compra

Troca

Embarque

Artigos promovidos

Minha poltrona foi alterada. O que fazer? →

Como solicito uma troca antecipadamente? →

Abra o seu chamado conosco →

Outros Tópicos

Problemas na Viagem	Benefícios e reservas gratuitas
Veja Mais	**Veja Mais**

Business Success Story: Grupo São Vicente - Digital Transformation for Grocery Retail Excellence

About the Client:

Grupo São Vicente is a retail company operating in the grocery sector, with a strong presence in over 18 stores in the interior of São Paulo and a team of over 3,000 employees. With a central focus on the customer, they sought to enhance their digital presence and the customer experience.

Client Challenges:

- Difficulty in organizing and segmenting data from point of sale (POS) for use in communications and offers.
- Lack of visibility into data and recommendation parameters.
- High costs associated with low-complexity operational tasks.
- Difficulty in making strategic decisions based on data.

Implemented Solution:

To address these challenges, Grupo São Vicente took the following actions:

- Market benchmarking for innovation reference.
- Implementation of a data service and integration with Salesforce Marketing Cloud (SFMC).
- Unification of data to facilitate the treatment of large data volumes.
- Audience clustering based on customers' purchase history at the POS.
- Recommendation of correlated products based on the customer's purchase history.

Strategies Implemented:

- Customization of the tool to enable the customer to view the results of SMS campaigns.
- Definition of personas based on the purchasing profile and suggestions for segmentations based on RFV and behavior.
- Creation of automated journeys for periodic communication with personalized product offers.
- Practical training conducted by specialists.

Results Achieved:

- Efficient data flow between platforms, reducing IT dependence and speeding up processes with cost savings.
- Increased productivity and reduced operational costs through automation.
- Improved SFMC usability, providing greater autonomy in daily operations.
- More precise and segmented communication, enhancing the user experience.
- Improved time-to-value for marketing initiatives.
- Significant advancement in digital maturity, aligned with the company's culture of innovation.
- Increase in the number of loyal customers.

This case demonstrates how Grupo São Vicente adopted a data-driven and automation-centered strategy to enhance the customer experience, achieving remarkable results in the grocery retail sector.

The company managed to boost operational efficiency and customer engagement, reinforcing its position in the market.

A sample of what we've done
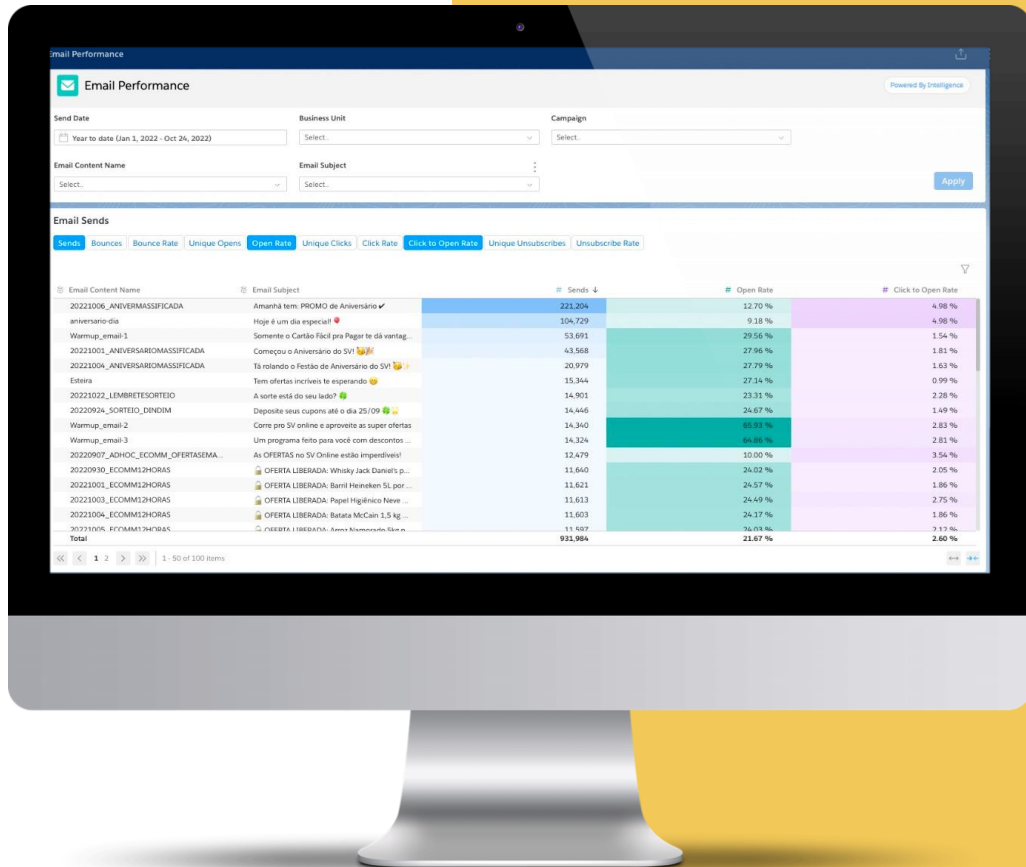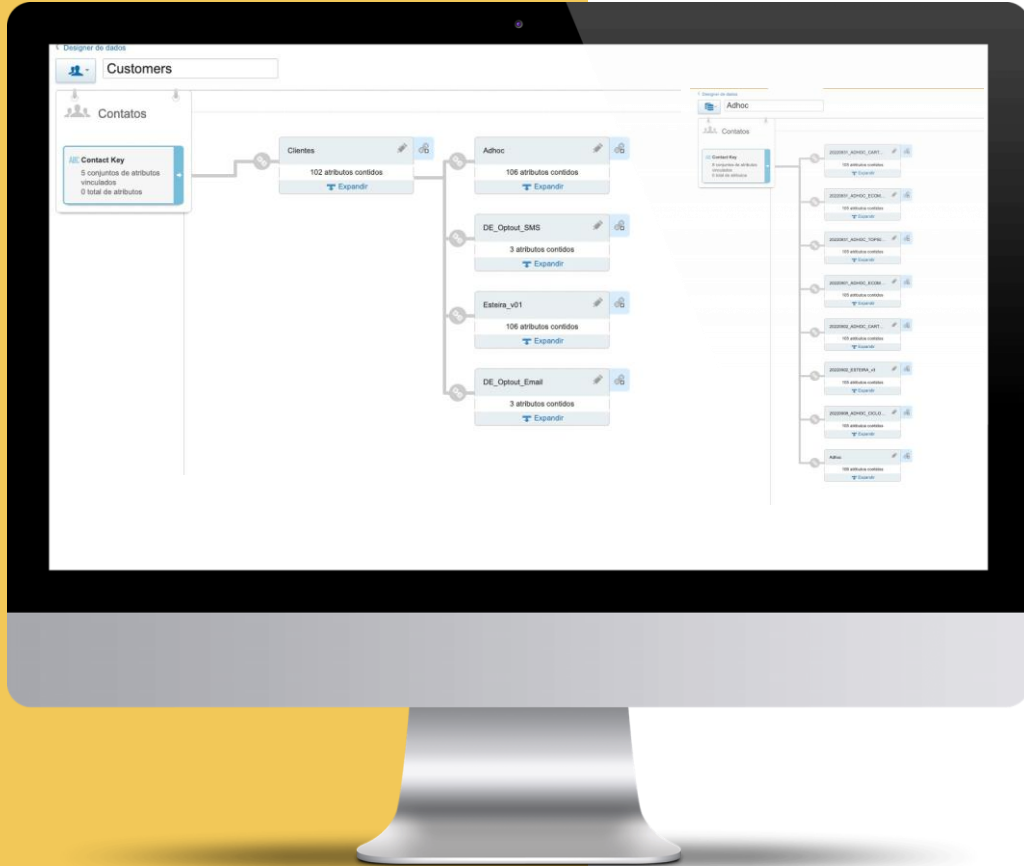
A sample of what we've done

A sample of what we've done

Business Success Story: : Intercement - Empowering Digital Commerce with Salesforce Commerce Cloud

Client Profile: Intercement, a leading player in the cement industry, has embarked on an exciting journey to enhance its digital presence. With a commitment to innovation and customer-centric solutions, Intercement has recently developed its e-commerce platform using Salesforce Commerce Cloud, set to go live in April.

The Challenge: Intercement recognized the importance of continually improving and refining its e-commerce platform to provide a seamless experience for its customers. The challenges were primarily focused on interface enhancements, occasional system improvements, and integrations. Intercement aimed to optimize the prioritization of these tasks based on their business impact and the complexity of development.

The Alphasquad Solution: To address these challenges and orchestrate the task priorities effectively, Intercement sought the expertise of Alphasquad.

The collaborative team was carefully structured to ensure a seamless journey toward digital excellence:

- Dedicated Point of Contact: A single point of contact (SPOC) was designated to handle daily task requests, ensuring clear communication and efficient issue resolution.
- E-commerce and Digital Business Expertise: A project manager specialized in E-commerce and digital business strategies was brought on board to guide the project.
- Customer Success Management: A Customer Success Manager (CSM) was assigned to optimize the client's investment with Alphasquad, ensuring that Intercement maximizes the value of its partnership.
- Front-End and Back-End Developers: A team of skilled developers specializing in both front-end and back-end technologies was tasked with implementing the necessary changes.

- Salesforce Commerce Specialists: Experts in Salesforce Commerce were consulted to ensure the platform leverages the full capabilities of the system.
- Systems Architecture: An experienced systems architect was engaged to design and plan the technical aspects of the project.
- Quality Control Analyst: A dedicated quality control analyst was brought in to maintain the high standards of the platform's performance and user experience.

The Journey to Success

With Salesforce Commerce Cloud at its core, Intercement's e-commerce platform is poised for success. The collaborative effort between Intercement and Alphasquad ensures a proactive approach to identifying, prioritizing, and implementing improvements that align with the company's business goals.

Key Achievements:

- Streamlined task management and prioritization, ensuring that impactful business enhancements take precedence.
- Ongoing improvements to the e-commerce interface and system, creating a seamless and intuitive experience for customers.
- Leveraging Salesforce Commerce Cloud's capabilities to enhance the platform's performance and user satisfaction.
- A robust quality control process that upholds the platform's reliability and high standards.
- The Intercement e-commerce platform is well-positioned to deliver a superior digital experience, reflecting the company's commitment to innovation and customer satisfaction.

This collaborative success story demonstrates how Intercement and Alphasquad have joined forces to create a digital commerce platform that is both innovative and customer-focused, showcasing Intercement's dedication to delivering value to its customers.
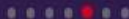
Business Success Story: Suzano Papel e Celulose - Unleashing B2C Potential with Suprijá Marketplace

About the Client: Suzano Papel e Celulose, commonly known as Suzano, is a Brazilian paper and pulp company. It holds the distinction of being the world's largest producer of eucalyptus pulp and ranks among the top 10 global market pulp producers.

Suzano is also a global leader in the paper market, with a diverse portfolio comprising around 60 brands across four categories. The company operates on a global scale, with a presence in approximately 60 countries.

The Challenge: Suzano aimed to enhance the experience of its customers and paper industry partners while expanding its sales capacity to reach end consumers. In line with this vision, the company introduced a new brand, Suprijá, with the goal of launching a Business-to-Consumer (B2C) marketplace using Salesforce. The objective was to provide support to stationery stores in this transformation.

To assist in this mission, Suzano sought technical and operational support for the development of the platform and ongoing technological evolution to drive business growth. Some of the key challenges faced included:

B2B-like Shopping Experience: Suzano aimed to offer a B2C shopping experience with features similar to B2B transactions. Customers would be able to select product variants from different sellers within the same cart. Additionally, they could apply various filters to the selected products, such as:

- Lowest Price (across all products in one store)
- Fastest Delivery
- Best Price (across multiple stores)
- Stores with the Highest Ratings

Shopping List Creation: The platform needed to allow customers to create and save shopping lists for convenience.

Product Catalog Management: Suzano took responsibility for managing the product catalog, which included master data, product descriptions, photos, and more.

Order Replication: Customers would have the capability to replicate a previously completed order with the same SKUs.

Geolocation Services: The project involved configuring a geolocation service to be contracted by Suzano to enhance the user experience.

The Solution:
The project has reached an advanced stage of development, with a focus on providing a seamless B2C shopping experience. By leveraging Salesforce and addressing the challenges outlined, Suzano is well-positioned to launch the Suprijá marketplace, thereby expanding its reach to end consumers while supporting its valued stationery partners.

The marketplace offers a sophisticated shopping experience, replicating the best aspects of B2B transactions, and allows customers to create shopping lists for added convenience.
The management of the product catalog by Suzano ensures consistent and reliable product information. Additionally, the geolocation services enhance the platform's functionality, providing users with location-specific services and offerings.

As the project progresses, it will contribute to Suzano's mission of improving customer experiences, enhancing sales capabilities, and supporting the evolution of the paper and pulp industry into the digital era.

The Suprijá marketplace will undoubtedly serve as a catalyst for Suzano's continued success in the global market.

Suprijá

Busque por marca ou produtos

Olá,
Maria

Minhas
listas

Todos os produtos | Higiene | Limpeza | Escritório | Copa | Organização

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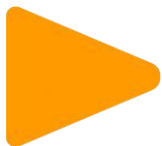Selecione a cor

adicionar ao carrinho

Methodology

The work team is composed of the following profiles, engaged in tasks according to the prerogatives indicated by Grupo CAÁ:

Service and Spoc

Project Manager

Customer Success Manager

Dev. Front End

Dev. Back End

Specialists in Salesforce Cloud
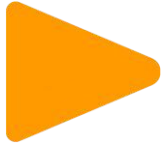
Systems Architect
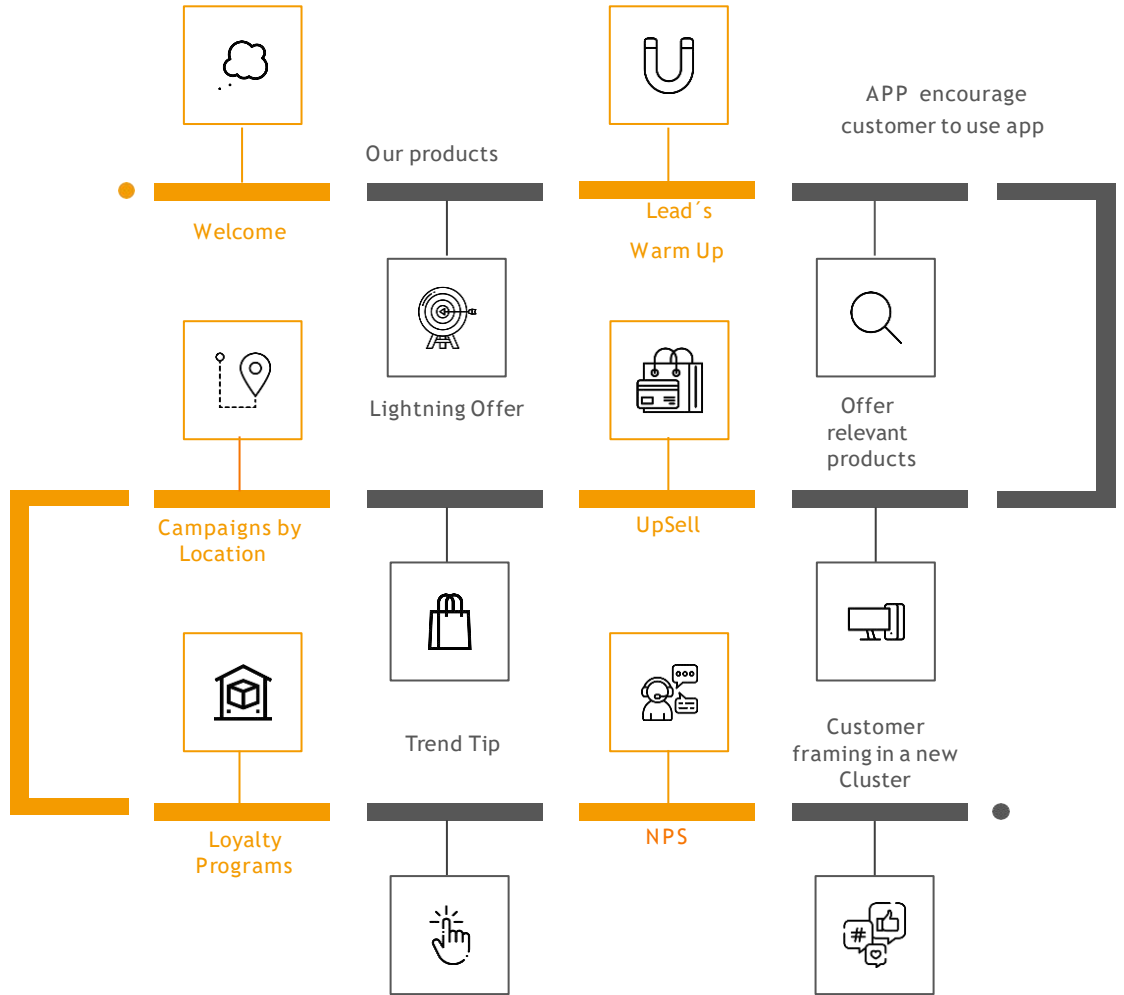
Quality Control Analyst

SQUAD

- Practices Analyst
- Architect
- Delivery follow-up
- Frontend developers
- AMP Developers
- Database analyst

Journeys

For each stage of the customer's lifecycle, specific journeys will be created with appropriate KPIs.

Welcome

Our products

Lead´s Warm Up

APP encourage customer to use app

Campaigns by Location

Lightning Offer

UpSell

Offer relevant products

Loyalty Programs

Trend Tip

NPS

Customer framing in a new Cluster

Team Meeting

WEEKLY REPORTS
- Weekly call for project status
- Written report

WORKSHOPS
- During the analysis and design phases
- Themes defined according to the need

MONTHLY EXECUTIVE COMMITTEE
- Evolution
- Pain points
- Risk analysis and monitoring
- Planning review
- Decisions

REVIEWS
- Finalization of functional specifications
- Sprint deliveries in homologation
- Pre-go live

SCOPE INTEGRATIONS

- Architecture and Documentation
- Connections to Datalake
- Parameterizations in the platform for data reception
- Tests and Approval

INTEGRATION STEPS

- Architecture and Specifications

- Infrastructure Provisioning

- Construction of Integration

- Redirect Logics and Logs

- API implementation

- QA

- Homologation

INTEGRATIONS ARCHITECTURE