



CASE STUDY

BLUE RABBIT

Practices: Salesforce

Technology: Salesforce Commerce Cloud

Services: Ongoing Agile Support

BLUE RABBIT

Enables the effortless administration of animal healthcare

Astound Commerce partnered with Blue Rabbit, an fast growing innovative veterinary product supplier, to successfully deliver a B2B2C commerce and veterinary prescription microsite solution using SFCC and SF OMS. Leveraging our proven B2B2C and SFOMS experience, and expertise in animal health and retail, we swiftly initiated the project and pacing to roll out Blue Rabbits complex and innovative platform to numerous providers throughout 2023.

PROJECT FACTS

- Leveraged the full power of the Salesforce ecosystem to deliver an unparalleled direct-to-consumer experience.
- By developing a distinct storefront for each partner practice, we've personalized the shopping experience and leveraged the strengths of the robust partner network.
- We've enabled personalized, practice-specific branding and messaging, allowing for targeted customer interaction and improved conversion rates.
- We've streamlined and optimized all aspects of order fulfillment, payment reconciliation, and invoicing, providing a seamless transactional experience for Blue Rabbit's customers.
- Every customer touchpoint has been elevated, ensuring that each interaction with Blue Rabbit is consistent, high-quality, and contributes positively to the overall customer journey.

SFCC, SF OMS, SFMC,
SFSC

GA Implementation
Ongoing Agile Support

<6 MONTHS
DISCOVERY TO LAUNCH

