Powering Omnichannel Buying for a Global Fashion Retailer with Salesforce Commerce Cloud

salesforce commerce cloud

Overview

See how a globally recognized fashion retail brand modernized its multi-brand ecommerce operations through Salesforce Commerce Cloud.

Why This Matters for Other Businesses

Fashion brands operating across regions and buyer types often struggle with rigid platforms, inconsistent catalogs, and poor mobile UX. Salesforce Commerce Cloud provides the scalability and control fashion retailers need to serve distributors and retail buyers.

How Synexc Helped

Through Commerce Cloud Implementation Services, Synexc helped the client replace a fragmented ecommerce setup with a robust, scalable B2B commerce solution.

Key Improvements

35% increase in mobile ordering post-launch

79% faster catalog and content updates

54% reduction in order-related support queries after launch

100% visibility on price books and products

About the Client

Our client is a globally recognized fashion retail brand, operating multiple labels across Europe, North America, and Asia. With a growing online base, they needed to scale their legacy B2B ordering experience with a powerful platform.

Challenges Faced by the Client

Challenge 1

Fragmented B2B Ordering Experience

The previous system offered limited self-service and lacked unified branding across regions and channels.

Challenge 2

Manual Management of Product and Pricing Data

Price books and product catalogs were maintained manually, increasing overhead and the risk of inconsistency.

Challenge 3

Lack of Regional Personalization

Buyers in different markets could not access localized content, inventory, or pricing, leading to errors and dissatisfaction.

Challenge 5

Poor Mobile Performance

The outdated interface was not optimized for mobile ordering, making it difficult for partners to order on the go.

Solutions Offered

To tackle those challenges, Synexc offered Commerce Cloud Implementation customized for scale, localization, and multi-brand operations.

Commerce Cloud Set for multiple sites & brands

We implemented a multi-site Commerce Cloud architecture to support brands and regions under one codebase with localized control.

Price Books and Catalog Management

Next, to ensure buyers see only relevant products and pricing, we configured contract-based price books and regional catalogs.

Buyer Role & Access Control

Further, we went on to set up roles for buyers, admins, and approvers with workflows for high-value orders, enabling autonomy with guardrails.

Content Personalization at Scale

Additionally, we used content slots and data mappings to localize banners and messaging, enabling teams to manage content without dev support.

Mobile Experience Overhaul

And lastly, optimized the storefront for mobile-first ordering with Quick reorder, saved carts, and responsive UX.

Results

Faster go-to-market for product launches

Improved customer satisfaction scores from distributors
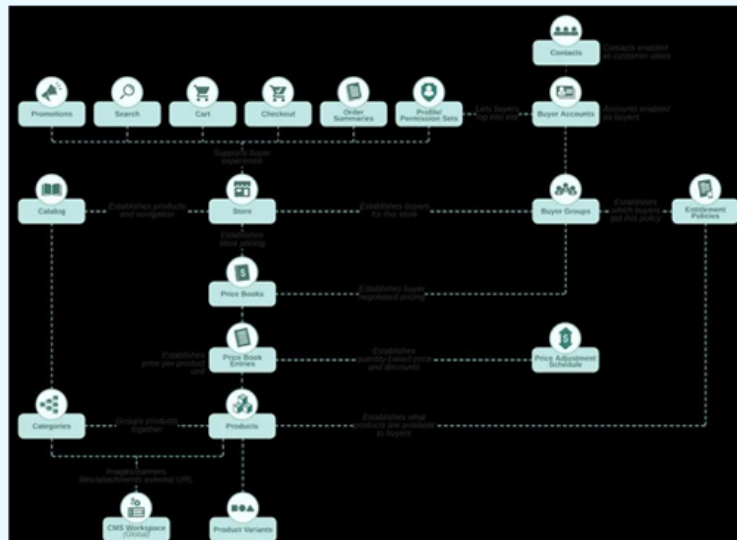
Increased repeat orders via mobile within weeks of launch

Reduced dependency on support teams for catalog and order queries

A future-ready digital commerce foundation for all global markets

contact@synexc.com   +91-9810512585

Client testimonial

"This wasn't just storefront optimization. It was a complete reimagination of how our retail partners interact with us."

T. Paul

Global Head of Digital Commerce

About Synexc

Synexc is a new-age Salesforce consulting company specializing in CRM implementation, custom development, system integration, and AI-powered solutions. With clients across the US, Europe, and APAC, we are fast emerging as a global hub for delivering scalable, secure, and business-aligned Salesforce solutions tailored to industry-specific needs.

Reach out to us for a
Free Consultation Now!

SYNEXC

SYNERGY THAT DRIVES SUCCESS