



Case Study



Salesforce Integration with NULogic

- Enhanced shopping experience with digital commerce capabilities.
- Developed a mobile app for seamless customer engagement.
- Integrated enterprise systems for efficient operations.
- Managed multi-store and real-time inventory across channels.
- Utilized SFCC's multi-store feature for personalized shopping.
- Integrated SAP-ERP for real-time data retrieval.
- Built a multilingual site for a smooth user experience.
- Targeted tier-2 cities with minimalist and sophisticated designs.
- Expanded store network for scalability.
- Achieved 50-60% revenue growth.
- Implemented re-branding for enhanced digital marketing.
- Leveraged SFCC's default promotion capabilities.
- Improved website performance and customer satisfaction.

