



## MORE INDUSTRY DISRUPTION IN RETAIL DITCHING THE CATALOG FOR DIGITAL

Despite being well into the Digital Age, the flagship brand of a national retailer was mired in manual processes that not only decreased the productivity of its sales teams but also jeopardized the company's bottom line. In addition to its corporate outlets, the retailer relied heavily on independently-owned stores to drive sales of its products, but lack of efficiency in sales processes threatened the company's ability to retain these business customers. Aware of our expertise in Salesforce-based solutions for the retail space, the retailer approached Magnet360, a Mindtree company, to launch its digital transformation.

When Magnet360 began working with the retailer, its sales representatives were visiting independently-owned stores four times a year, once for each of the company's sample seasons, to advise their customers of the products that would be available. A company representative would sit down with a retailer and use a print catalog to showcase the upcoming season's products. Because representatives had to go through the seasonal catalog,

page by page, and then use multiple other tools to capture and place orders, it could take up to eight hours to complete one ordering cycle with a single retailer. This cumbersome process was simply too time-consuming for both representatives and the retailer, ultimately detracting from the products on the shelves and orders in the pipeline.

The retailer realized that the printed catalog was a major stumbling block in the sales process and had to be replaced with a tool that would boost efficiency among its employees and accelerate the speed to market for its products. At the same time, the company knew it had to improve its customers' experiences on their journey with the company and its other brands. The foundation for improved customer experience had to be based on greater access to product information and a much more efficient ordering process. The retailer had to streamline its ordering processes from top to bottom or risk losing sales and retailer attrition.



### Digital Transformation

The driving force behind the need for transformation was to make it easy to do business with the retailer. Magnet360 understood that the solution for the company had to encompass both agility and scalability. The sales and ordering process needed to be agile enough that it was no longer tied to the representative and the customer being in the same room at the same time, while the brand's orders were being captured. Scalability was crucial because the solution could then be leveraged as a foundation for similar processes across the retailer's other business units. This created enterprise-wide efficiencies and represented a major leap in an across-the-board digital transformation of the retailer's sales processes.

The backbone of the transformation was Salesforce. At the outset, Magnet360 worked with the retailer to migrate legacy data and systems from competing and home-grown products into an integrated Salesforce solution that the retailer could use as an engagement platform. By integrating Salesforce with all existing account data, sales data, and existing back end ordering systems, the retailer was able to gain a more robust picture of its customers and processes using the platform's powerful analytics functions. This, in turn, allowed the company to create efficiencies and internal transparencies that help drive an enhanced customer experience by enabling a greater number of sales representatives to help a greater number of customers.

*"You led us, we didn't have to lead you. You helped us understand the platform. You gave it your all and were everything we were looking for in a partner, and we're very happy about that."*



### Community Evolvement

At the beginning of the partnership, Magnet360 had developed a high-level portrait of the interactions between the retailer, its sales team, and their audiences. The nature of these interactions made it clear that the challenge at hand was well-suited to a solution that included Salesforce Community Cloud.

Deploying communities allowed the retailer to define its various audiences, and create different channels for each one. For example, the company engages with corporate store managers in a manner far different from the way in which it engages the owners of its independent store customers. Creating a community for each defined audience enhances the retailer's ability to engage more effectively.

Magnet360 has long been a leader in creating community-driven engagement with Salesforce. It was deploying communities to define and engage with audiences even before Salesforce introduced Community Cloud. As a recognized Community Cloud expert, Magnet360 uses communities to help its customers drive efficiency and brand growth. Communities helped evolve the retailer from a hodgepodge of unintegrated systems and manual processes into a streamlined sales ecosystem.

Harnessing the power of communities was key in helping the retailer move away from its manual processes and paper order forms. It also decreases the need for a sales representative to be physically present to service an independent store in the territory. Communities enable the sales teams and the retailer to communicate, collaborate, and share information and resources in real time. Community Cloud enhances the value of the retailer's Salesforce investment, making the platform more powerful while making its sales teams considerably more agile.



## Commerce Crazed

The biggest leap in the retailer's transformation was evolving the paper catalog and order forms into a multi-portal digital marketplace with storefronts tailored to each customer's profile. A store in one territory would see products tailored specifically to its location and would transmit orders via the marketplace to its representative. The brand catalog is populated with products as they become available, and stores can track their orders, status, and history via the marketplace.

Meanwhile, sales representatives are able to view accounts, track patterns, history, and in combination with Salesforce, identify more opportunities for engagement and touch points along the customer journey. They can also apply discounts and their progress toward sales goals: All through one, integrated system that can be accessed online.

The backbone of the retailer's digital marketplace is CloudCraze, Salesforce's B2B commerce platform. As the premier commerce solution designed for seamless Salesforce integration, CloudCraze enabled Magnet360 to tailor the ordering solution to the retailer's specific needs. Moreover, its scalability makes it easy for the retailer to fast-track new retail outlets, accelerate its products' speed to market, and use the platform as a foundation for other business units.

The easy interplay between Salesforce and CloudCraze enables the retailer to gather customer feedback and use analytics to leverage sales data. The combination of CloudCraze and Salesforce helps sales representatives identify actionable sales and marketing opportunities from feedback data.

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## Retail Results

The elimination of the printed catalog enabled sales representatives to work more efficiently. As a result, the retailer has seen an increase in orders and exceeded expectations post-implementation. Additionally, the company was able to get more products to market by using the digital marketplace as a foundation to create four additional storefronts for four very different brands in a matter of weeks. Magnet360's expertise in deploying cross-cloud solutions in the retail space enabled the retailer's digital transformation, which solidified its position as a market leader. In a testimonial, one of the retailer's key contacts summed up the experience by saying, "We've worked with a lot of different agencies, each having their own methodologies and ways of working with us. Magnet360's methodology was definitely the best we've seen. You led us, we didn't have to lead you. You helped us understand the platform. You gave it your all and were everything we were looking for in a partner, and we're very happy about that."

### CONTACT US

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## WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.