

Using Salesforce Commerce Cloud to Digitally Transform a Brick-and-Mortar B2C Business

At a glance

Industry

E-commerce, retail

Business problem

Business transformation from a physical-first approach to a digital-first approach. Improve user experience and conversions

Expected goals

Revamp core e-commerce engine, realign business operations to digital, increase conversions, reduce operational costs

Solution

Redesigning the user interface and revamping the core e-commerce engine. Integrating with Facebook API and other technologies to leverage user data and improve conversions

Context

The client is a prominent fashion footwear retailer in North America. For over 80 years, the client has been accustomed to a brick-and-mortar, physical-first approach. The client wanted to shift to a scalable and sustainable digital-first e-commerce model.





Business problem

To stay in conformance with the current trend, the client wanted to migrate to a digital-first e-commerce model from the traditional physical-first model. However, they did not have a fully functional and scalable e-commerce model. While digitally transforming their business, the expectation was that this shift would also address other challenges:

- Reduce operational costs
- Gain a strategic advantage over competition
- Improve their market share and revenue

Expected goals

The client's expectations from this engagement were to:

- Revamp their core e-commerce engine
- Realign their business operations with the new process
- Increase sales volume while working to reduce operational costs

Solution delivered

The solution provided to the client was as follows:

- The page designer feature of Salesforce Commerce Cloud (SFCC) was used to transform the core e-commerce engine and allow the client's merchandising team to function independently of the IT team and improve operational efficiency.
- Page designer also helped the client list products through a no-code drag-and-drop approach to close the underlying business and digital logic and improve listing time.
- The solution allowed API integration to Facebook for the client to re-enable user data analytics while meeting all compliance requirements.
- Automation of promotional offers by A/B testing and monitoring tools using Listrak integration to display them to the users through popups and banners to increase sales volume.



Solution highlights

- The implementation of the page designer feature of SFCC made redesigning and recreating product listing seamless and cut inter-team dependency.
- The page designer with Facebook API integration helped the client to increase conversions by identifying different user personas.
- The A/B testing on the website displayed more contextual content to users according to varying sales and pricing strategies by automating promotional offers.

Technology stack Deployed:

- Front-end: Page designer by Salesforce Commerce Cloud
- For APIs: Facebook API integration through page designer
- Automation: Listrak integration for popups and banners

Outcomes of the engagement

The implementation of the solution delivered significant results:

- Reduction in the involvement of the IT with the business team due to the effortless configuration of the storefront, product listings, and offers led to increased operational efficiency.
- Improvement in sales volume and operational practices led to a higher marketing ROI and an operating cost saving of over 23%.
- The conversion rates rose by approximately 12%.
- Faster time-to-market helped the client retain a "first-mover advantage" to get an edge over their competitors.

Key project outcome metrics:

12%

Rise in customer conversions



> 23

Savings on operational spend
%





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