



ORDER MANAGEMENT & MULTI-CLOUD EXCELLENCE WIN THE DAY

Capgemini delivers
performance and insights
for star watch brand

Industry:

Consumer products and retail distribution

Location:

North America

Technology and services:

- Salesforce Order Management System
- Salesforce Service Cloud
- Salesforce Commerce Cloud



Business need

- Popular watch company with multiple brands had an inconsistent digital experience across channels
- The company faced significant challenges with scalability and performance during periods of peak activity
- An order management system (OMS) was needed to support high order volumes for one of its most popular brands
- The watchmaker sought to expand direct-to-consumer service, fulfillment, and support
- Clients desired a 360-degree view of the customer that spans the total lifecycle
- The ideal partner team would offer deep, holistic OMS experience as well as strong multi-cloud and Salesforce expertise

Solution

- Migrate the brand from Shopify to Salesforce OMS
- Integrate Salesforce Service Cloud with the watchmaker's existing Salesforce Commerce Cloud and Salesforce Marketing Cloud platforms for a consistent buyer experience
- A dedicated Salesforce-Capgemini team collaborated with the client to ensure transparency from original quote through the complete process

Outcome

- Salesforce Storefront Reference Architecture alleviated previous front-end performance issues
- The multi-faceted Salesforce stack easily managed high sales volumes while contributing to new marketing and CRM opportunities
- Customer-service agents leverage a consistent user experience and can now manage customer orders within Salesforce Service Cloud – agents access a single application with increased productivity
- Deep Salesforce and Capgemini experience ensured that an aggressive, event-driven timeline would be met
- Unrivaled OMS and multi-cloud expertise, plus visibility into impacts on the full Salesforce stack, ensured a seamless, rapid deployment
- Platform consolidation to Salesforce allows the business to grow both its volume and brand presence through shared integration and shared pools of customer service resources

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of \$19.3 billion.

Get the Future You Want

www.capgemini.com



Note: current conversion is €1 to \$1.20 (2/17/21)

The information contained herein is provided for general informational purposes only and does not create a professional or advisory relationship. It is provided without warranty or assurance of any kind.

© Copyright 2021 Capgemini America, Inc.