

# Making the most of **retail disruption**

A fashion trailblazer quickly solves inventory issues and surpasses revenue goals

Industry: Fashion retail

Location: North America



## Technology and services

- Salesforce Commerce Cloud



## Business need

- Rapidly pivot to address business challenges and store closures brought on by the pandemic
- Create a digital marketplace to sell surplus inventory to loyal customers through secret, one-time sales
- Enable hyper-targeted marketing to ensure that the new sales micro-site was available to the right people at the right times
- Bring in the best development partner to complement a robust in-house design team





## Solution

- Cappgemini engaged the retailer to understand project requirements and work with the creative direction of the in-house team
- Leveraged existing style guide and a Cappgemini-implemented instance of Salesforce Commerce Cloud to build a fully functional micro-site, enabling the client to list excess inventory at special prices
- Tested and deployed in just eight weeks by a flexible team of dedicated Salesforce experts
- Comprehensive analytics implementation enabling the client to test future design, navigation, and functionality options for the main site
- Targeted deployment to select customers and press



## Outcome

Cappgemini's prior experience building the client's site on Salesforce Commerce Cloud enabled quick action and fast results.

- Successful site launch on time and on budget
- Instant engagement: 50% of planned demand came from a soft launch to 10% of the client's customers
- More than \$300,000 in orders came in during this first soft-launch weekend, prompting the retailer to move reserved inventory forward to support the broader launch to all customers.
- Originally intended to solve inventory issues, this flash sale has now become a core strategy for the client, driving data collection and engagement while shoppers wait for the next event.



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Note: current conversion is €1 to \$1.18 (8/15/20)

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