



Capgemini & MO Making Omnichannel Real

Capgemini and MO joined forces to make omnichannel retail real, reshaping experiences and driving measurable impact for customers and teams.

Making the vision real

MO is a leading Portuguese fashion brand with over 25 years of experience in retail.

Originally launched as Modalfa in 1995, the brand was created to make fashion accessible across Portugal. In 2013, it rebranded to MO, and by 2015, it launched its online store, marking the beginning of its digital transformation.

Today, **MO operates more than 125 stores across Portugal**, complemented by a growing e-commerce presence powered by **Salesforce Commerce Cloud**, enabling a fully integrated omnichannel experience.

MO offers affordable fashion for the whole family along with footwear, accessories, and homewear, staying true to its mission of simplifying fashion choices through style, quality, and affordability.

Our mission was to **make omnichannel retail real** by placing the **customer at the center of every interaction**.

Through the seamless integration of collaborative expertise and cutting-edge technology, we reshaped customer journeys and experiences, inspiring trust and forging strong partnerships with store associates.

Client: MO | Region: Portugal | Industry: Retail

Client Challenges:

- Limited online visibility of store inventory
- Manual and fragmented store processes for order fulfillment
- Lack of integration between eCommerce and in-store operations.
- Need for a scalable, intuitive mobile solution that could be deployed across multiple stores.

Solution:

Capgemini and MO developed Ship-from-Store, a mobile app that integrates store inventory with e-commerce and enables Ship-from-Store and Pick Up In Store operations through Salesforce Commerce Cloud and OMS.

Benefits:

- Significant sales uplift attributed to ecommerce and app enhancements.
- Improved fulfilment lead times.
- Enhanced stock turnover and operational efficiency.
- Strengthened customer engagement and loyalty through personalized experiences.

What made it real

The project was driven by **MO's** ambition to:

- **Maximize product visibility online** by integrating store stock into the ecommerce catalog;
- **Optimize inventory usage** across the distribution network;
- **Enable store teams to fulfill online orders** efficiently during low-traffic periods.

The vision was to **reduce waste** through better orchestration and stock routing, while affirming MO's identity as a Retail Journey Orchestrator.

This required a **scalable, intuitive mobile solution** that could be rapidly deployed across multiple stores, ensuring operational agility and customer satisfaction.

How we made it real

Capgemini combined retail and commerce cloud expertise with a collaborative operating model, integrating technology, processes, and governance frameworks to deliver real impact.

Five drivers of value:

- Customer Experience
- Operational Agility
- Scalability
- Trust
- Service Quality

Human-centric design:

- UX/UI tailored for store associates for ease of use and adoption
- Governance templates and reporting dashboards
- Roadmap for continuous improvement

By fusing advanced technology with human expertise, Capgemini ensured that **Ship-from-Store** met immediate needs and laid the foundation for future innovation.

The **Ship-from-Store** project aimed to unify inventory, reduce missed sales, accelerate order fulfilment and build a more resilient and scalable omnichannel operation."



Real results

114 stores live in **5 months**

Significant sales uplift

Faster fulfillment

Unified reporting and governance for agility

Future-ready: deeper integration, analytics automation, and progressive feature rollout.

Key Assets & Accelerators

- Salesforce Commerce Cloud
- Salesforce order Management
- Zebra PDAs for store operations
- Governance and reporting templates
- Capgemini accelerators for omnichannel retail transformation

Key features



Customer Experience

Seamless order tracking
Flexible PUIS
Omnichannel returns



Store Associate Experience

Efficient picking and packing workflows
Real-time inventory visibility
Simplified order search and status updates
Guided returns and exchanges



Make

it



real.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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