



ENHANCING THE DIGITAL-STOREFRONT EXPERIENCE

A HOME-FURNISHING COMPANY NEEDED TO MAXIMIZE ITS
NEW SITE ON SALESFORCE COMMERCE CLOUD

Industry: Consumer products

Location: North America

Technology and services:

- Application hosting and support
- Supplementary management of Storefront Salesforce training
- Rapid Marketing Launch Program
- Salesforce Commerce Cloud
- Salesforce Marketing Cloud





Business need

- Home-furnishing company launched a successful new site on Salesforce Commerce Cloud but needed support to take advantage of all the features
- To develop a basic Shop the Look functionality and address other digital-commerce challenges
- To drive efficiencies to the platform and enhance its ability to reach and connect with its customers through engaging email campaigns



Solution

- Capgemini developed a robust training program centered on equipping the client's team with the skills to take full control of its digital storefront
- A training session over two and a half days featured 108 exercises to:
 - Better understand where data flows into Salesforce Commerce Cloud and how it is used by the platform
 - Navigate Business Manager and the display storefront as well as user permissions and roles
 - Effectively position products on the storefront navigation
 - Create qualifiers, coupons, source code, and customer groups
 - Create campaigns and manage relevant promotions.
- Created a sandbox environment that mirrored the brand's site to provide a real-world training experience



Results

- Training created self-sufficient business users with full control over their digital experience
- Client recorded a 55 percent email open rate – its highest ever – and achieved a 94 percent inbox delivery rate, compared to an industry average of 86 percent
- More personalized content to make the online shopping experience more engaging
- Capgemini Rapid Marketing Launch Program implemented with Salesforce Marketing Cloud migrated all the brand's subscribers to the new platform
- Application hosting and support team continues to support its storefront

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

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