



Capgemini's Unified Commerce Solution for Grocery, a Salesforce Fullforce offering



From large supermarket chains to local independent stores, today's grocers need engaging solutions to capture the attention of digitally savvy consumers. Capgemini's Unified Commerce Solution for Grocery enables food merchants to launch immersive, intuitive digital experiences more quickly and less expensively than before.

Capgemini's "The Last Mile Delivery" report shows that the level of online ordering is set to increase rapidly. Thirty eight percent of U.S. customers already order groceries online from retailers (at least once a week or multiple times), and this is expected to grow to 52 percent by 2021. Additionally, 40 percent of consumers now rank delivery services as a "must-have" feature for food and grocery purchases.

Capgemini's Unified Commerce Solution for Grocery helps clients win through:



Faster time to market by 6 to 8 weeks.
The timeline savings is a result of leveraging templated assets for design, software development, and testing.



Reduced cost by \$250,000 to \$300,000.
Significant cost savings are achieved by using the solution's design and code assets, along with a reduction in testing efforts.

Capgemini's Unified Commerce Solution for Grocery helps supermarket chains deliver on their business goals and address the distinct needs of the modern grocery shopper.

With the Capgemini Unified Commerce Solution for Grocery, shoppers will be able to select their groceries from the comfort of their own homes, choose home delivery, and receive personalized and tailored promotions based on their shopping cart, as well as meal deals and recipe ideas.

By seamlessly integrating Salesforce Commerce Cloud, Marketing Cloud, Service Cloud, and MuleSoft, the solution delivers important functionality, including the ability to:

- Modify previously placed orders before delivery is confirmed
- Sort, search, and filter products based on previous orders
- Easily manage customer preferences by adding and saving favorite grocery items to a customer's profile for quick re-ordering

- Shop specific location inventories with a real-time look into product selection, pricing, and delivery times
- Streamline and personalize email marketing campaign deployment with Salesforce Marketing Cloud.

By incorporating Salesforce Integration Cloud, powered by MuleSoft, grocers can integrate legacy data and applications, including point-of-sale, financial and inventory systems, loyalty, promotion engines, etc.

In addition, the Salesforce Service Cloud component offers a wealth of customer insights to its users by enabling customer service agents to provide differentiated offers to loyal customers thanks to increased visibility into customer data.

Together, the solution is intended to help grocers increase speed to market, deliver an omnichannel strategy, integrate systems with digital customer-facing technologies, and implement new, innovative technologies to enhance the customer experience.

To learn more about how you can leverage Capgemini's Unified Commerce Solution for Grocery, please contact michaela.cummins@capgemini.com.