



Case Study

This is How We Brought an E-Commerce Firm and its Customers Together

Problem Statement

An emerging multinational E-commerce platform wanted to leverage the Salesforce platform (sales, marketing cloud) features to digitize Seller information and Customer engagements to attain below pain points.

- Seller's KPI (sales Cloud)
- Customer feedback (sales & marketing cloud)
- Engaging & Procuring customer base (marketing cloud)
- Regional Promotional email

Solution Implemented

- Integrated core-system with Sales cloud to gather top seller's information based on regional criteria and created a highly configurable tool for Regional teams to enter their seller's filter points. Which then are applied on Seller's information to generate KPI on a daily, weekly and monthly basis, and reports created to Visualize KPI.
- Functionality provided to the Regional team to create survey information for generating dynamic templates in Sales-cloud and, then, Marketing team to trigger surveys via Marketing Cloud and track customer responses and sync with Sales-cloud.
- Various customer life-cycle journeys are scheduled to engage and nurture customers at each step.
- Automations are in place to notify customers of upcoming sales and offers on ecommerce platforms.
- Email messages with data from sales cloud and service cloud are personalized, and promotional, transactional and triggered messages are sent. All this is done through Email Studio.
- Performance is judged using powerful reporting tools of Email Studio.
- Salesforce Mobile Studio is used to reach customers at the right time through SMS, MMS, push messaging and group messaging based on location, proximity, and events.
- In order to understand customers, brands, and competitors, conversations on social media are listened, engaged, and analyzed using Salesforce Social Studio.

- Customer data is activated to manage ad campaigns and power digital advertising with Social Studio.
- New customer acquisition is enhanced with lookalikes.
- Inactive customers are re-engaged and advertising is optimized along the customer journey.
- With Web Studio of Salesforce, beautiful websites and landing pages are created.
- Every action taken by your customers is tracked to analyze behavior and gain insights.

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