

Developing the Customer 360 View

INDUSTRY
Retail

CONCORD CAPABILITY
Cloud Applications & Integration

Project Overview //

Any retailer's dream is to build a flawless, 360-degree view of your customer. Unfortunately, it's a dream that often never becomes a reality for many retail and ecommerce companies. Getting the right data in place is usually the limiting factor.

Our national retail client struggled to obtain a 360-degree view of their consumer due to multiple disparate marketing and customer service systems. They lacked the ability to tie them together to create a consolidated view of purchaser profiles and history, which ultimately weakened their real-time communication and targeted marketing attempts.

Project Results //

Concord created and implemented a complete cloud solution to enhance the customer experience and provide robust consumer behavior insights. Integrating Salesforce Commerce Cloud and Salesforce Service Cloud using the Connector App, our client finally had the cohesive data they desired to cater marketing efforts more strategically to their customers.

As a result of the cloud implementation, our client can now:

// View a customer's complete order history within Service Cloud while customer service agents assist in real-time.

// Create orders on behalf of the customer directly from Service Cloud, allowing service representatives to go above and beyond for customers, especially those less tech-savvy.

// Target marketing efforts more strategically through Commerce Cloud