

salesforce

Salesforce Commerce Cloud

FROM SHOPPING TO FULFILLMENT AND SERVICE – DELIVER PERSONALIZED, CONSISTENT CUSTOMER EXPERIENCES

More businesses are going online but existing giants of the eCommerce industry like Amazon have raised the bar for customer experience.

Business buyers—particularly those under 50—are increasingly saying that they want an “Amazon-like” experience, according to a [study by Salesforce](#). Thus, it becomes imperative to select a next-gen platform for your eCommerce storefront.

If you intend to create integrated and intelligent buying experiences across various channels for your customers by using the finest B2C and B2B eCommerce solutions, Salesforce Commerce Cloud is the best bet.

The challenge, however, lies in the implementation of Commerce Cloud that includes various aspects like designing the storefront and workflows, developing vendor and inventory management setup, backend order processing, and marketing automation workflows. All of this requires an experienced, trusted Salesforce partner. Grazitti is a Silver Salesforce Consulting Partner and a trusted vendor for 100+ Silicon Valley brands.

To help you deliver top-notch customer experiences in both B2B and B2C domains, our offerings cover both B2B and B2C Commerce Cloud.

What We Cover in Salesforce Commerce Cloud

- Inventory Management Setup
- Storefront Development and Marketing
- Backend Order Processing
- Vendor Management Setup
- Integration with Salesforce CRM
- Commerce Cloud Digital
- Commerce Cloud Store
- Commerce Cloud Order Management
- AI-Powered Commerce

Salesforce B2C Commerce Cloud

- Best practices to optimize the sales funnel and conversion rate
- Social extensions to flourish social presence, brand awareness
- Einstein sales commerce strategy

Salesforce B2B Commerce Cloud

- Optimize all B2B functions and meet the requirements of retail partners
- Integrate customer data with CRM to track sales, conversions, and other customer activities
- Develop efficient sales strategies with accurate insights and analytics data

Our Commerce Cloud Services Include:

1. Consultation & Implementation:

- Create an all-inclusive development and marketing strategy for your eCommerce store
- Develop and implement your commerce platform to align with your commerce strategy and business needs

2. UI/UX Design: A design-led approach with customized, user-friendly UI/UX design, for an advanced digital experience

3. Migration: Seamless transfer of data from your existing commerce platform to Salesforce Commerce Cloud

4. Omni-Channel Commerce: Provide an enjoyable, interactive, engaging, and customized experience to your customers on every digital medium via the mobile, web, and social with an integrated set of tools and processes

5. Site Optimization: Monitor and improve site ranking and traffic with Commerce Cloud Site Optimization tools. Implement best practices to boost visibility and attract potential buyers

6. System Integration: Integrate and migrate data from your commerce platform to other Salesforce products and third-party systems like ERP, product management systems, etc.

About Us

At Grazitti Interactive, we have delivered effective results for businesses who trusted us to provide assistance for Commerce Cloud. As a Salesforce Silver Consulting Partner, our extensive services for B2B and B2C Commerce Cloud have helped clients deliver personalized, consistent customer experience throughout their business cycle.

