



salesforce

PARKAR
DIGITAL

Salesforce eCommerce Cloud rollout

Business Problem

Our client wanted to rollout Salesforce eCommerce cloud to provide the customers an enhanced user experience and mobile responsive site leveraging the personalization and responsive features of Salesforce cloud. They wanted to seamlessly and rapidly upgrade the platform to align their business strategy with the product roadmap while ensure minimal business impact post upgrade; All third-party integrations remain unaffected during the upgrade

Solution

- The new site uses Responsive design, an approach aimed at providing an optimal viewing experience with a minimum of resizing, panning, and scrolling, across multiple view ports (desktops, tablets and mobile devices)
- Recommended and implemented enhancements that delivered improved user experience, minimize clicks and optimized checkout process
- Improved overall performance of the site by implementing parallel asynchronous processing and eliminating redundant database requests
- Enhanced the user profile management, favorite product management and international checkout flow Coached the clients merchandising team to leverage the latest platform features, and give them greater control over the static content, marketing campaigns and promotions

Business Benefits

- Delivered a seamless omni-channel user experience across desktop, tablet and phone by enhancing the responsive features of the platform
- Increased conversion Increased conversion resulting in a double-digit growth in the revenue generated through online sales
- Business team independently managed the first sale post launch with no involvement of IT team – we helped them adapt quickly

ABOUT PARKAR DIGITAL

Parkar Digital, a Gold Certified Microsoft Azure partner, provides technology solutions for Digital Healthcare, Digital Retail & CPG. Our solutions are powered by the Parkar platforms built using Cloud, Opensource, and Customer experience technologies. Our goal is to empower a customer-first approach with digital technologies to deliver human-centric solutions for the clients

