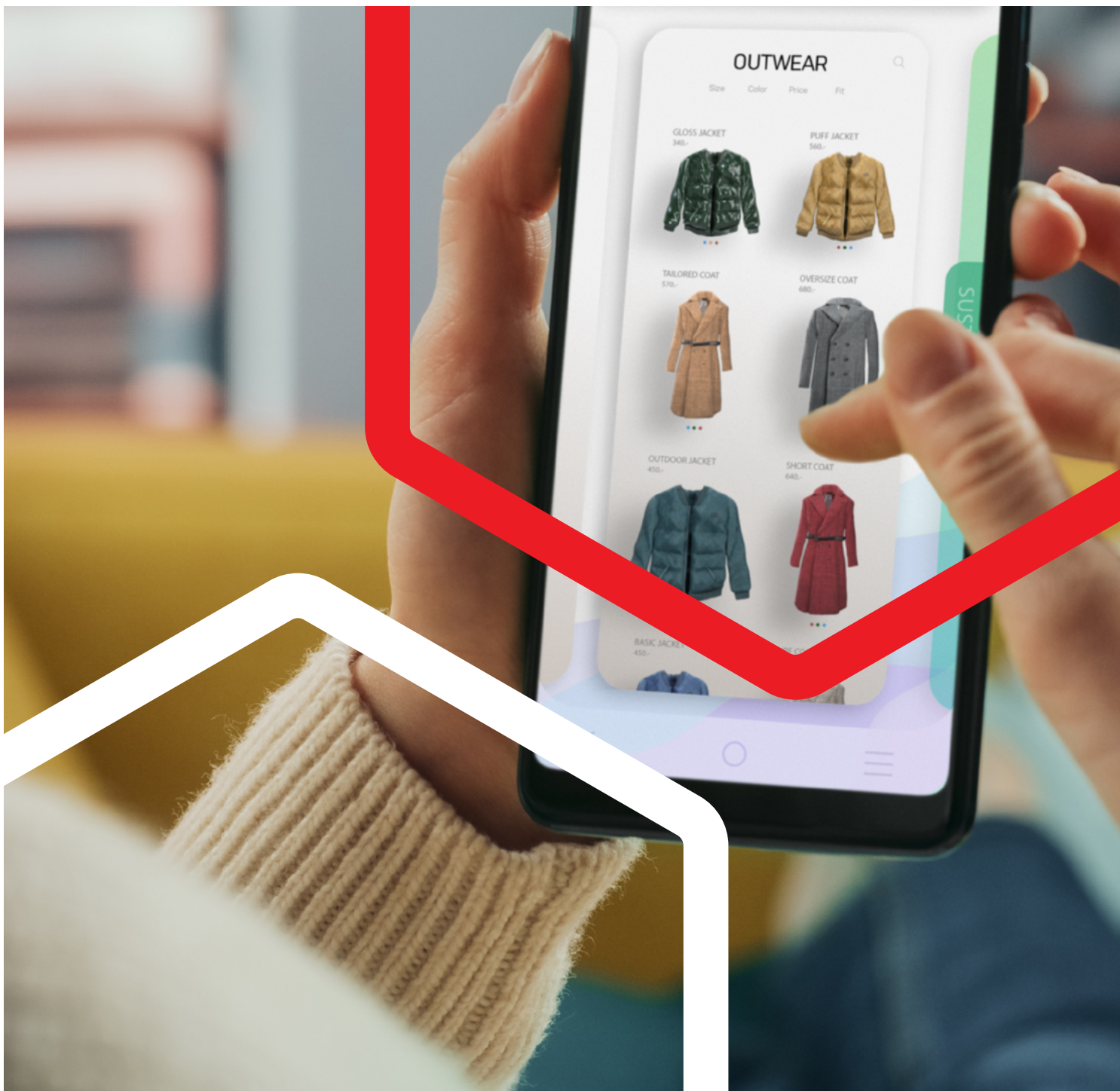


CONSUMER GOODS & RETAIL:

Transforming Business with Salesforce Commerce Cloud

Exploring how Salesforce Commerce Cloud can help consumer goods and retail businesses overcome challenges, increase efficiency, and stay competitive in the global market.



Consumer goods and retail businesses are facing a challenging outlook for 2023, as market volatility, labor pressures, and supply chain constraints continue to impact the industry. To sustain growth in inflationary times, businesses must prioritize the consumer experience and embrace changing consumer behavior. Industry leaders are confident that investing in ecommerce will enable them to deliver a seamless experience to consumers across channels.

“85.3% of sellers plan to make ecommerce platform investments.”



Economic trends will continue to influence consumer goods and retail sales in 2023, including a slowing economy, inflation, and a shift in consumer spending. GDP growth of the United States is forecasted to slow to 0.9%, and inflation has lowered consumers' purchasing power despite gains in nominal income. Retailers must navigate these trends to sustain growth and profitability, and prioritize the consumer experience to create efficiencies while addressing changing consumer behavior.

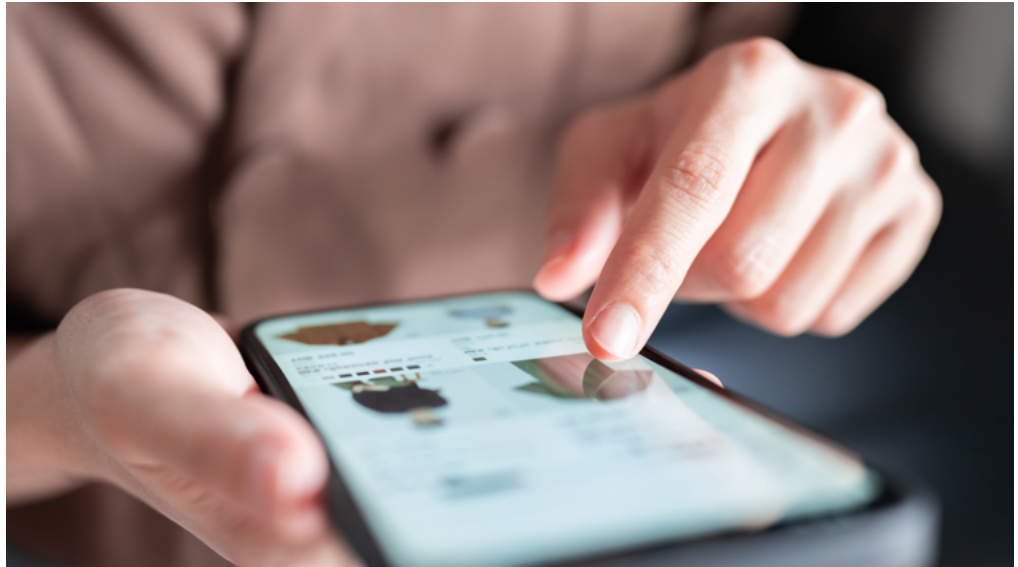
Ecommerce: The Key to Operational Efficiency & Customer Loyalty

Having a robust ecommerce platform is essential for retail and consumer goods companies in today's digital age. Implementing or upgrading an ecommerce platform can provide a range of benefits, from increased revenue and customer satisfaction to improved operational efficiency.

The right ecommerce platform will allow retailers to expand their reach and tap into new markets. By having an online store, businesses can sell their products and services to customers all around the world, without the limitations of geographic location. This can significantly increase revenue, as businesses can reach a much larger audience than they would with a physical store alone.

In addition, an ecommerce platform can improve customer satisfaction by providing a convenient and personalized shopping experience. With features like personalized product recommendations, easy checkout, and real-time inventory updates, customers can enjoy a unique, streamlined shopping experience. Moreover, an ecommerce platform enables businesses to track customer behavior and preferences, allowing them to provide personalized marketing and promotions that meet customers' needs. Lastly, a robust ecommerce platform can enhance operational efficiency and reduce costs, allowing businesses to streamline their operations and save time and money. By leveraging the power of technology and data, businesses can stay competitive in today's fast-paced digital market and provide exceptional shopping experiences for their customers.

“Three negative ecommerce experiences are all it takes for a customer to abandon a business and never return.”



The Race to Keep Up: Nailing Your Ecommerce Selling Strategy

As the latest ecommerce trends show, nailing your selling strategy entails more than running a website or launching an app. Data from every industry proves B2C and B2B customers prefer buying over digital channels. So, what's next for brands as they race to keep up? Continually reevaluating their digital maturity journey and iterating on the strategies that enhance capabilities, products, and services.

Industries like apparel and consumer banking already have a big presence online. But companies from healthcare to manufacturing are dialing up the volume on their own ecommerce capabilities. With 85.3% of sellers planning to make ecommerce platform investments, companies that don't keep up risk getting left behind. Digitization hasn't just accelerated product development. It's also changed the way manufacturers interact with business buyers and end consumers.

To keep customers satisfied and loyal, companies must streamline online interactions. The challenge? Buyer journeys are growing more complex. Three negative ecommerce experiences are all it takes for a customer to abandon a business and never return.

With sales growing 130% in 2022 to \$56 billion, B2B marketplaces are going digital. For suppliers, the benefits of joining a marketplace can include increased visibility, access to new customers, and a simplified sales process. For buyers, marketplaces can offer a broader range of products and services, more competitive pricing, and a streamlined purchasing process.



Salesforce Commerce Cloud: The Solution for Seamless Online Shopping

“Salesforce Commerce Cloud is a comprehensive and flexible solution that enables businesses to establish or expand their online presence and drive growth.”



Salesforce Commerce Cloud is an ecommerce platform that empowers businesses to create personalized and engaging shopping experiences for their customers across various channels. Its extensive range of features, including catalog management, marketing automation, and order management, enables businesses to deliver seamless online shopping experiences that drive growth and foster customer loyalty.

Furthermore, the platform offers integrations with other Salesforce products such as Sales Cloud and Service Cloud, allowing businesses to gain insights into customer behavior, preferences, and needs. By leveraging this information, businesses can offer personalized experiences that enhance customer engagement and loyalty.

Salesforce Commerce Cloud offers numerous benefits for consumer goods and retail businesses. The platform streamlines account planning processes by optimizing sales efforts with intelligent segmentation. Additionally, businesses can efficiently manage their trade promotions, track their effectiveness, and improve ROI. The platform provides real-time inventory updates and mobile order management, which helps optimize field execution strategies and increase productivity. Lastly, the platform can leverage AI and machine learning to provide predictive analytics and valuable insights into customer behavior, enabling businesses to drive sales growth. Overall, Salesforce Commerce Cloud

is a comprehensive and flexible solution that enables businesses to establish or expand their online presence and drive growth through ecommerce.

Maximizing Efficiency and ROI: 6 Advantages of Salesforce Commerce Cloud

1. Enhanced Customer Service

Salesforce Commerce Cloud provides consumer goods and retail businesses with a comprehensive customer service tool that seamlessly integrates with transactional data and customer history. This empowers service agents to consistently deliver high-quality interactions with customers, whether it's through self-service options or interactions with contact center agents. Retailers can leverage this feature to create a differentiated customer experience and enhance their overall CX strategy.

2. Improved Loyalty Programs and Omnichannel Profitability

Retailers can use Salesforce to implement and optimize loyalty programs, allowing them to identify and reward their most engaged customers while collecting valuable behavioral and preference data. This information can then be used to incentivize incremental purchases and improve overall customer engagement. On average, loyalty rewards program members in the US and Canada spend \$99 more with traditional and online retailers than non-members within a typical three-month period. Additionally, Salesforce Commerce Cloud can help retailers drive omnichannel revenue growth by providing a seamless customer experience across touchpoints.

3. Enhanced Marketing Efficiency

Salesforce provides marketing leaders with valuable data insights to create personalized experiences for customers, meet them where they are, anticipate their needs, and enable great experiences throughout the buying process. Retailers can leverage this feature to improve brand consistency and drive marketing efficiencies, which can lead to increased revenue and customer loyalty.

4. Legacy Environment Consolidation

By investing in Salesforce Commerce Cloud, retailers can consolidate and decommission legacy tools and infrastructure. This eliminates the need for ineffective homegrown tools that do not natively communicate with one another, resulting in dispersed customer information that makes it impossible to create a single view of the customer. Additionally, by taking advantage of new Salesforce releases three times a year, retailers can reduce maintenance and administration efforts.

5. Revenue Growth through Seamless Customer Experience

Retailers can use Salesforce Commerce Cloud to improve their overall brand health and customer experience by offering seamless omnichannel purchasing

experiences. This includes improving website experiences and connecting customer data across touchpoints. Some retailers with minimal ecommerce presence prior to investing in Salesforce used Commerce Cloud as a springboard to begin offering online purchases.

6. Flexibility

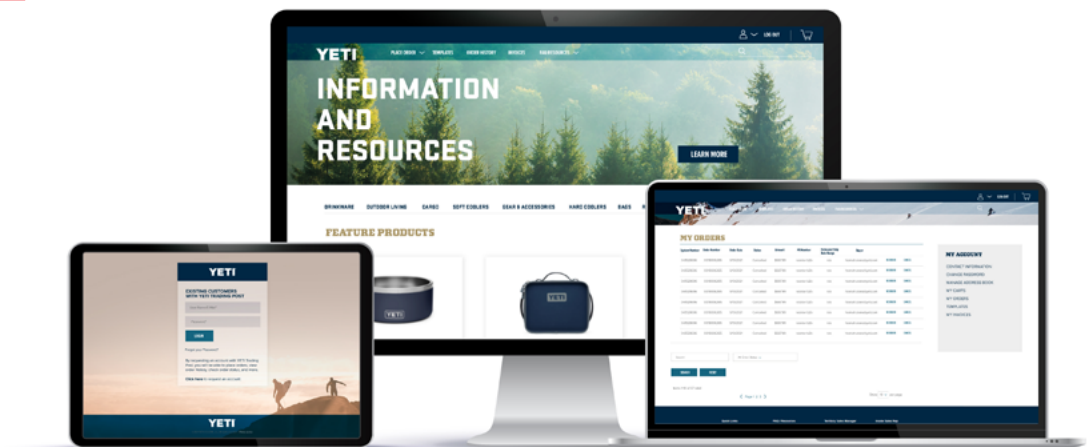
Salesforce Commerce Cloud provides businesses with flexibility to expand adoption of the platform and take advantage of new releases and out-of-the-box integrations. This enables retailers to realize additional uses and business opportunities that may arise in the future, increasing their platform ROI. The value of flexibility is unique to each customer, and Salesforce Commerce Cloud can be tailored to meet the specific needs of individual businesses.

YETI

Case Study: YETI

YETI is a US-based company headquartered in Austin, Texas. They specialize in producing and customizing high-end coolers, drinkware, and outdoor gear for both individual and business customers.

“130% increase in average order size and a 298% increase in total revenue from version 1.0 to 2.0.”



To upgrade their B2B portal, YETI collaborated with **6Street Digital** to implement Salesforce B2B Commerce. This partnership enabled B2B buyers to personalize products using YETI's proprietary "YETI customizer" technology, while also replacing the previous home-grown B2B portal.

Following the implementation, YETI experienced significant performance improvements. They saw a 130% increase in average order size and a 298% increase in total revenue from version 1.0 to 2.0.

Choosing The Right Partner For Your Business

Choosing the right Salesforce consultant for your ecommerce solution is crucial for the success of your business. A Salesforce consultant with experience and expertise in digital commerce can help you optimize your sales and marketing strategies, improve customer engagement, and streamline your operations. They can also provide valuable insights into the latest industry trends and best practices, and help you customize your solution to meet the unique needs of your business. Additionally, a skilled consultant can ensure that your implementation is seamless, and that your team is fully trained on how to use the platform effectively. Overall, a well-chosen Salesforce consultant can help you maximize the return on your investment and achieve your business goals.



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At **6Street Digital**, we are a certified Salesforce consulting company with a wealth of experience in creating successful commerce solutions. Since our founding in 2012, we have completed over 100 successful commerce solutions for some of the largest consumer goods and retail businesses in the world, all while receiving a 5 out of 5 customer satisfaction score. Our team of experts are certified in Salesforce Commerce Cloud and have in-depth knowledge of B2B and B2C commerce best practices.

When you hire **6Street Digital**, you can expect a solution that is tailored to your specific business needs. We work closely with our clients to understand their unique requirements and objectives, we then use our expertise to create a solution that streamlines operations, improves customer experience, and increases sales. Our team will help you to gain more visibility and control over your commerce operations, and optimize your sales and customer service teams to enable them to sell more effectively. We pride ourselves in delivering solutions that are not just functional but also scalable and flexible, so that they can adapt to the changing business environment and grow with you.