

# Client success story



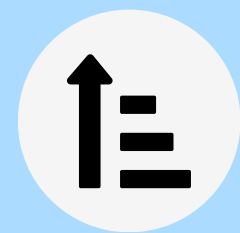
## Helping the Anime Giant Stand Out in a Niche Market

### Client Challenges

- **Tax Calculation Issues:** Complexity due to multiple currencies.
- **Customer Data Access:** Difficulty in managing data as the subscriber base grows.
- **Outdated User Experience:** Need for a modern and intuitive interface.
- **Content Optimization:** Challenges in delivering seamless cross-platform streaming.

### Our Solutions

- **eCommerce Migration:** Moved the portal from Shopify to Salesforce Commerce Cloud.
- **Enhanced UI/UX:** Improved site aesthetics and designed a new eCommerce platform.
- **Multi-Currency & Taxation:** Addressed sales tax, GST calculations, and multi-currency handling.
- **Buy Now, Pay Later:** Integrated Sezzle with SFCC for flexible payment options.
- **Personalized Access:** Developed separate logins for guests and subscribers.



**+9%**  
Increase in  
MoM subscribers



**+17%**  
increase in cross platform  
streaming minutes



**+13%**  
Increase for  
guest logins