

Client success story



Diet Direct's Vision: United Commerce, Order Management, and Customer Service

Client Challenges

- **Scalability Issues:** eCommerce platform couldn't handle high traffic and orders.
- **System Disconnection:** Order management and customer service lacked integration.
- **Integration Gaps:** No communication between eCommerce, ERP, OMS, and shipment providers.

Our Solutions

- **Salesforce Commerce Cloud:** Enhanced scalability to handle increased traffic & orders.
- **ERP Integration:** Seamless connectivity with existing enterprise systems.
- **Subscription Management:** Enabled OrderGroove for recurring purchases.
- **Tax Automation:** Integrated Avalara for accurate tax calculations at checkout.
- **Customer Engagement:** Implemented PowerReview for customer feedback and ratings.



+75%

Increase in average order value



+75%

Conversion vs. Industry average of 1-3%



+29%

Increase in revenue