

# Client success story

## Fire Mountain Gems

### Client Challenges

- **Order Automation:** Difficulty in streamlining order processing.
- **Payment & Tax Integration:** Needed Braintree and Avalara integration.
- **Support Optimization:** Challenges in managing customer support efficiently.
- **Returns Management:** Inefficient return processing system.
- **Inventory Syncing:** Struggled with real-time inventory updates.
- **Data Segmentation:** Needed better insights with Salesforce and CDP.

### Our Solutions

- **Unified Sales, Service & Marketing:** Improved efficiency and customer engagement.
- **Comprehensive Customer Profiles:** Enabled a 360-degree view of customers.
- **Seamless Service:** Enhanced support and customer experience.
- **AI-Driven Personalization:** Tailored interactions for better engagement.
- **Targeted Marketing:** Data-driven campaigns to boost sales and satisfaction.

### Business Outcomes

- **Seamless Customer Interactions:** Integrated sales, service, and marketing.
- **Enhanced Personalization:** Enabled cross-sell, up-sell, and tailored experiences.
- **Operational Efficiency:** Streamlined processes with consolidated data.
- **AI-Driven Insights:** Improved decision-making and customer engagement.
- **Mobile-Optimized Storefronts:** Enhanced shopping experience on all devices.



**FIRE MOUNTAIN GEMS** *and Beads*

- salesforce sales cloud
- salesforce marketing cloud
- salesforce service cloud
- salesforce commerce cloud
- salesforce data cloud
- OMS & Personalization