

# Client success story

## Transforming Customer Experience for a RV Manufacture

### Client Challenges

- **Technology Integration:** Difficulty integrating multiple platforms for Servicing, Maintenance, and Rental.
- **Omni-Channel Experience:** Needed a seamless storefront integrated with ERP and LMS.
- **Application Upgrade:** Required new features for enhanced functionality.
- **Personalized Customer Experience:** Struggled to create branded, tailored interactions.

### Our Solutions

- **Salesforce Commerce Cloud Implementation:** Built Fraserway RV's eCommerce website.
- **Storefront Optimization:** Enabled location-specific product and service promotions.
- **Seamless Data Migration:** Migrated data from Magento to Salesforce Commerce Cloud.
- **Enhanced Customer Engagement:** Integrated Salesforce Marketing Cloud.
- **Personalized Promotions:** Streamlined bundling of inventory with servicing plans.
- **AI-Powered Mobile Sales:** Leveraged predictive features for improved mobile purchases.



**+155%**

Increase in conversion rates



**+100%**

Increase in repeat customers



**+104%**

ROI within 1 Year

