

Client success story



Transforming Customer Experience for a Fashion Retailer

Client Challenges

- **Platform Integration Issues:** Difficulty connecting multiple technology systems.
- **Omni-Channel Experience Gaps:** Needed a seamless customer journey across channels.
- **Outdated Storefront:** Required an upgraded eCommerce experience.
- **Limited Features:** Needed new functionalities to enhance usability.
- **Lack of Personalization:** Struggled to create branded, tailored customer experiences.

Our Solutions

- **eCommerce Migration:** Shifted from Cake-PHP to Salesforce Commerce Cloud.
- **Ongoing Support:** Provided maintenance for a subsidiary brand.
- **Enhanced Customer Engagement:** Integrated Salesforce Marketing Cloud.
- **Seamless Integrations:** Migrated from Dell Boomi to Salesforce Integration Cloud (MuleSoft)
- **Improved Service Management:** Integrated Salesforce Service Cloud.



+155%
Increase in
conversion rates



+100%
Repeat customers due
to marketing strategies



+104%
ROI
within 1 Year