Case study

Build an Immersive, Next-Gen Shopping Experience With LTIMindtree's Salesforce Omnichannel Solution

The imperative to build better shopping experiences is driving massive change for retail organizations in 2022. The future mantra is "anywhere commerce," necessitating accessible shopping across devices and channels. LTIMindtree's omnichannel Salesforce solution empowers retailers to engage customers across every channel, such as mobile, e-commerce, Augmented Reality (AR), and Virtual Reality (VR), whether on their website, an app, a social platform, or a paid media placement.

82% of shoppers check the internet before going to the store to buy, while another 82% check their phones on purchases they are about to make in-store.
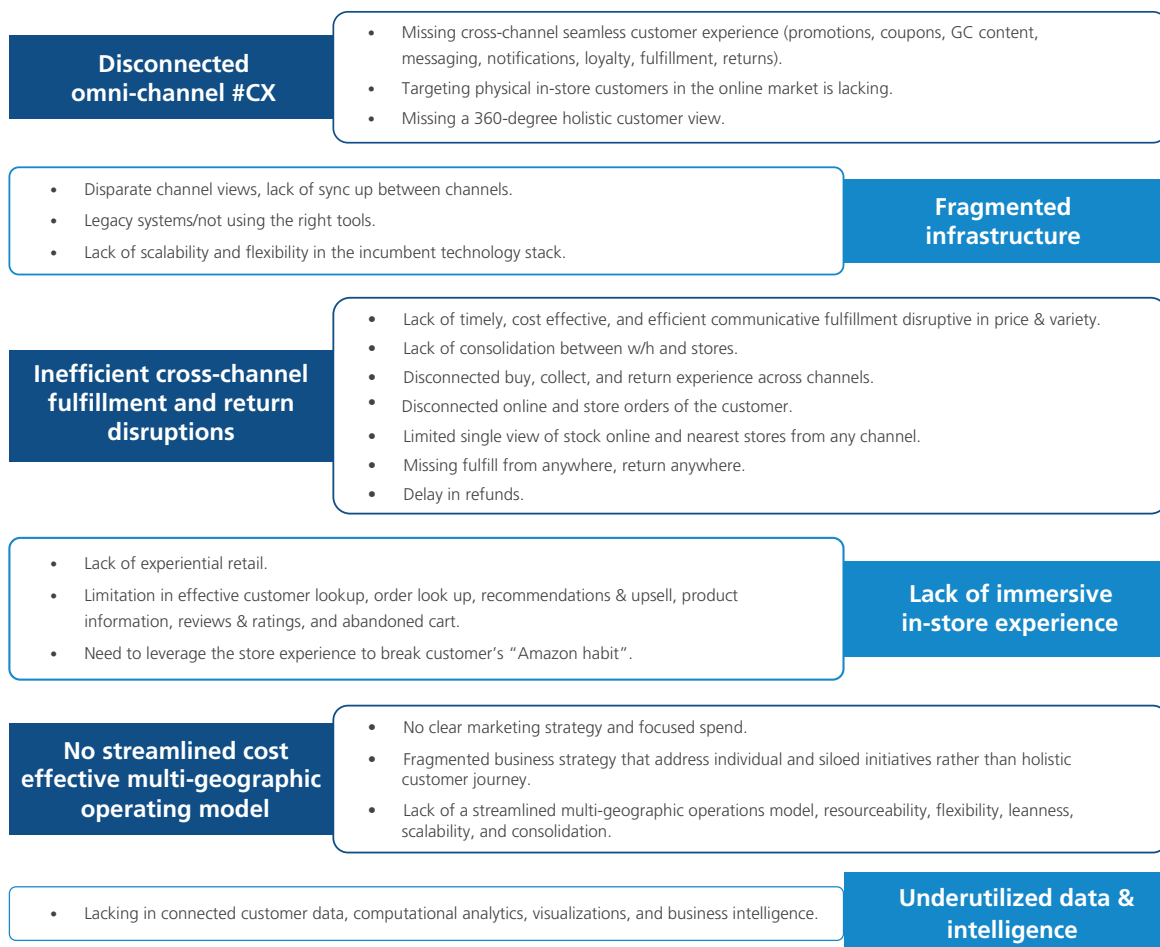
In 2022, to make every touch a shopping moment, smart technologists assembled an "experience architecture" that with scalable and expandable cloud-based e-commerce components:

- Intuitive brand sites.
- Rich experience-driven content.
- Seamless shopping & payment.

- Hyper-personalized marketing.
- Order management.
- Inventory control.

- Superior omnichannel customer service.
- Enhanced loyalty solutions.

In a nutshell, the focus will be on building immersive experiences that engage shoppers and drive conversions by turning browsing into shopping opportunities.

The key challenges of a non-integrated e-commerce ecosystem

Organizations today do not lack commerce solutions. However, siloed solutions for individual components in the shopping journey are creating disjointed experiences for the end customer.

Disconnected omni-channel #CX
- Missing cross-channel seamless customer experience (promotions, coupons, GC content, messaging, notifications, loyalty, fulfillment, returns).
- Targeting physical in-store customers in the online market is lacking.
- Missing a 360-degree holistic customer view.

- Disparate channel views, lack of sync up between channels.
- Legacy systems/not using the right tools.
- Lack of scalability and flexibility in the incumbent technology stack.

Fragmented infrastructure

Inefficient cross-channel fulfillment and return disruptions
- Lack of timely, cost effective, and efficient communicative fulfillment disruptive in price & variety.
- Lack of consolidation between w/h and stores.
- Disconnected buy, collect, and return experience across channels.
- Disconnected online and store orders of the customer.
- Limited single view of stock online and nearest stores from any channel.
- Missing fulfill from anywhere, return anywhere.
- Delay in refunds.

- Lack of experiential retail.
- Limitation in effective customer lookup, order look up, recommendations & upsell, product information, reviews & ratings, and abandoned cart.
- Need to leverage the store experience to break customer's "Amazon habit".

Lack of immersive in-store experience

No streamlined cost effective multi-geographic operating model
- No clear marketing strategy and focused spend.
- Fragmented business strategy that address individual and siloed initiatives rather than holistic customer journey.
- Lack of a streamlined multi-geographic operations model, resourceability, flexibility, leanness, scalability, and consolidation.

- Lacking in connected customer data, computational analytics, visualizations, and business intelligence.

Underutilized data & intelligence

The need of the hour is an intelligent digital marketing & commerce ecosystem integrated with customer support & inventory to inspire, engage, convert, and retain shoppers. Retail organizations should take ownership of customer experience at every point, deliver on customer expectations for the quality of the experience, and leverage modern architecture to get here.

Building a frictionless, personalized customer journey that drives conversions with LTIMindtree's Salesforce omnichannel solution for retailers

LTIMindtree's integrated omnichannel solution is built on Salesforce and combines industry expertise with innovation in cloud technologies and headless e-commerce APIs. Leverage this solution and take your customers from a mere "shopping journey" to a delightful "experience to revel in" with a frictionless, personalized journey that wins customers and drives conversions.

Commerce cloud and marketing cloud	Service/experience cloud, FSC and revenue cloud
• Centralized product and service catalog.	• Consolidated cross-channel inventory (OCI).
• Unified basket across channels.	• OMS–unified, cross-channel order management.
• Pricing and centralized promotions.	• Cross-channel fulfillment.
• Product recommendations.	• Returns and reconciliation.
• Integrated payments.	• Single source of truth for customer data.
• Intelligent search configurations.	• Customer and agent identity management.
• Address verification.	• End-to-end customer support.
• Ratings and reviews.	• Claims management and insurance policy management.
• Intelligent analytics–Einstein analytics and GTM.	• Seamless self-service.
	• Knowledge management.

LTIMindtree

Omni experience
- Rich content driven brand site.
- Intuitive & contextual journey.
- Smart cart and checkout process.
- Flexible payment solutions.
- Connected customer across channels.
- Online, in-store and tele-sales.

Omni content
- Content driven through a central CMS.
- Flexibility to the business teams to upload suitable content anytime anywhere.
- Enables quick access to promotional campaigns.

Omni product, pricing, promotions
- Integrated DM, inter-connected merchandising, and planning engine.
- Consistent catalog and dynamic AI/ML based cross-channel pricing & promotion.
- Product comparison & review feature.
- AI based bundling.
- Price comparison and match.
- Billing.

Omni inventory, orders, and operations
- One business single system view of inventory.
- Real time visibility across online and stores.
- Stock reservation.
- Centralized order management across channels.
- Track & trace touchpoints.
- Centrally controlled and connected multi-geographic operating model.

Omni fulfillment and returns
- Channel agnostic fulfillment options.
- BOPIS/BOPAC/home Delivery.
- Streamlined returns journey.
- Cross channel returns and exchange.

Omni intelligence
- Einstein/analytics driven personalization.
- Computational analytics, visualizations, and business intelligence.

Omni customer service
- Single view of the customer across channels.
- Transaction history accessible across channel.
- Unified console & case management.
- Order tracking.
- Claims management, insurance management.
- Knowledge management.
- Self help online.
- Global employee/customer identity management.

Omni marketing
- Centralized consistent outbound communication across channels.
- Cross-channel marketing operations, including campaigns and promotions.
- GDPR/UKDPR compliant customer data across channels for segmentation & targeting.

Omni mobile
- A best in class mobile experience and connected journey.

Omni feature control
- Centralized control panel for the business to feature control on a global or local level.

Key enablers from LTIMindtree's omnichannel e-commerce solution

Benefits of harnessing LTIMindtree's Salesforce omnichannel solution

Retail organizations can leverage LTIMindtree's Salesforce omnichannel solutions to provide customers with a fully integrated shopping experience from the physical store to the virtual store across all channels and devices.

Unified customer experience

1. Connected customer journey across channels.
2. Access to customer insights through centralized customer data.
3. Seamless customer service through cross channel support & customer 360 degree view.

Projected benefit:

- 30 to 40% increase in sales across channels.
- 6 to 10% increase in in-store sales.
- 15 to 20% increase in tele-sales.
- Increase in customer lifetime value.

Cross channel supply chain

1. Real time view of inventory across channels.
2. Distributed order management.
3. Cross channel fulfillment (pay and collect, home delivery, sell from store, etc.).
4. Seamless returns.

Projected benefit:

- 30 to 40% increase in online conversion rate.
- 1 to 4% increase in average order value.

Futuristic solutions

1. AI/ML powered product recommendations.
2. AR based bundle themes to promote impulse purchases.
3. Scalable approach with minimal customization.

Projected benefit:

- 30 to 40% increase in online traffic.

Connected agent systems

1. Interconnected simplified systems.
2. Unified console with single point access to customer support journeys.
3. Industry best support processes.

Projected benefit:

- 30 to 40% increase in average customer handling time.

Consolidated business intelligence

1. Connected customer data.
2. Computational analytics, visualization.
3. AI driven business intelligence.

Projected benefit:

- 20 to 30% increase in first contact resolutions.

Streamlined operations

1. Streamlined operations to support multiple locales.
2. Efficient process for content updates & product merchandising.
3. Easy set up of promotions and coupons.
4. Flexibility with business led site configurations.

Projected benefit:

- 25 to 30% reduction in IT costs.
- Reduced downtime.

How can you transform your omnichannel and create next-gen shopping experiences?

From optimizing channels and devices to reengineering your entire omnichannel journey, we can help you at every stage of the transformation. Take a quick look at how we can help you.

Digital e-commerce roadmap	E-commerce revitalization
• End-to-end redesign of your e-commerce experience.	• Health check of your current e-commerce solution.
• Multi-phased detail roadmap.	• Fit gap analysis.
• Detailed functional/technical blueprint.	• Revitalization with quick wins.

Take your omnichannel experience to the future, faster.

Reach out to us at info@ltimindtree.com address and we'll be in touch.

Our partnership

salesforce PARTNER SINCE 2004

References

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