CriticalRiver Implemented Commerce Cloud to Create a Digital Commerce Platform to serve B2B & B2C Customers for a large E-Commerce Store

The Customer

Customer is a large group of companies. They operate in areas such as entertainment and others. They are also a huge brand in as A large B2B and B2C E-Commerce Company a host of products online

Business Challenge

- Create a unified digital commerce platform that provides a seamless experience for B2B and B2C customers
- The platform much be powered with predictive intelligence to improve the shopping experience
- It must be flexible for customizations to accommodate merchandising enhancements, and drive holiday promotions discounts

Solution Delivered

- Implemented Commerce Cloud consistent with the requirements
- Commerce Digital cloud having all the Order Information will be pulled and made available to Service Cloud using Mulesoft API so that Care Agents will have a single view of all required data inside Service Console (Account / Contact / Case/ Order)
- Admin tool implemented on top of commerce digital to enhance backend operations
- Front end customer user-facing communities and entire Order Management is made to handle by Commerce Cloud to improve user experience

Impact Created

- 90% increase in transactions for B2B & B2C including holidays promotions
- 84% increase in online revenue, a 55% increase in orders, and a 78% increase in units sold year over year
- Predictive intelligence improves the shopping experience
- Robust analytics helped in making informed decisions

Solution Components

Commerce Cloud