

# CriticalRiver's Integration Solutions Enable Top Southeast Asian Retailers to Revolutionize Operations



## The Customer

The customer represents a fusion of a supermarket and department store, providing an all-encompassing shopping experience for its member-customers. It emerged from the aspiration to establish a space that not only showcases top-tier merchandise and unique finds for the entire family but also redefines the concept of membership shopping. Since its inaugural branch opened on June 22, 2016, it has been reshaping the landscape of retail and setting new standards in the industry.

## Impact Delivered

- 100% increased accounting speed
- 100% Increased customer satisfaction
- 90% Increase in valuable data insights for decision-making

## The Challenge

The business faced issues with multiple systems, leading to errors, inefficiencies, and lost revenue. They initiated an integration project to connect sales, marketing, and inventory operations. Challenges included integrating Salesforce Marketing Cloud and Sales Cloud with Cloudera, integrating Tableau with Cloudera, and integrating Salesforce Service Cloud with the inventory system. The project required a meticulous approach for accurate and efficient data flow.

## Solution Components

Salesforce Marketing Cloud and POS System, Salesforce Sales Cloud and Cloudera, Tableau, and Cloudera, and Salesforce Service Cloud and Inventory System

## The Solution

To streamline data flow across multiple systems, the CriticalRiver team suggested utilizing Apache NIFI as an integration tool. Following industry standards, we ensured precise and efficient data integration among the systems. Each system integration was meticulously addressed by the team.

- Salesforce Marketing Cloud and POS System: Leveraged data points for lead capture, voucher redemption, and membership registrations to enable seamless dataflow between systems for better customer experience.
- Salesforce Sales Cloud and Cloudera: Real-time insights on customer data, accounts, products, inventory, transactions, and visits for improved data flow and efficiency.
- Tableau and Cloudera: Visualizations for customer transactions, inventory, and visits, optimizing inventory levels and enhancing customer engagement.
- Salesforce Service Cloud and Inventory System: Real-time visibility into inventory levels for customer support, accurate information provision, and efficient stock management.
- Integration project resulted in a highly efficient, data-driven system enhancing customer experiences and revenue opportunities.

## The Results

- The integration project was a significant success for the client, resulting in desired outcomes and improved business operations.
- The efficient and effective system provided valuable insights for data-driven decision making and driving growth
- Communication and data flow between functions were improved, leading to increased collaboration and productivity
- Errors were reduced, and efficiency was increased, resulting in time and resource savings
- Customer satisfaction and loyalty were enhanced through better customer experiences and personalized interactions
- Valuable insights from data enabled better business decisions, leading to increased revenue opportunities
- Inventory management was improved, with real-time visibility of inventory levels