Supercharge Commerce & Marketing on the Salesforce Platform

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Speakers:

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Speaker B - 30.6%

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Notes:

- Session on how to supercharge commerce and marketing experiences on the Salesforce platform. Don't, uh, buy what isn't real yet and make your purchasing decisions based on everything that's currently available.

- The telco giant launched a unified commerce storefront between 2014 and 2019. The idea was to deliver an e commerce style experience for telco products. It sounds very simple, but it's incredibly hard.

- What are the benefits that you've really seen being able to connect both marketing and commerce cloud together? And now we are sort of accelerating with personalization further through abandoned card, transactional emails, um, attachment options. That makes perfect sense.

- We saw about 67% increase in the cart to checkout conversion rate. The automation is almost somewhere between 97 and 99%. We're seeing good success with the abandoned cart, about 19%.

- Customer expectations are obviously rising ever so quickly. With data proliferation happening at an unprecedented pace, it's becoming more and more important to be able to personalize every single step of that customer journey. That's why we're also now launching marketing and commerce on a single platform.

- All the commerce events like order confirmation, shopper registration, forget password, they'll be readily available in marketing cloud to consume and create automation. Have you heard about agent force is our next generation super powerful, uh, that AI powered chat available which can kind of automate your whole selling process.

Speaker A   00:00:00

And welcome to this session on how to supercharge commerce and marketing experiences on the Salesforce platform. But before we get started, you probably haven't seen this slide yet today. Don't, uh, buy what isn't real yet and make your purchasing decisions based on everything that's currently available. Um, coffee on us. Scan the QR code, but we don't have much time to wait so I'm going to skip and go ahead and do the standard salesforce. Thank you. Love the fact that we have a full room here. We're really grateful and thankful that we have all of you here, customers, partners, employees and of course an amazing staff that is supporting us. Um, and I'm going to move straight ahead. I'm here joined today, um, by niraj. Niraj is our director of product management who sits over here and I myself am Mike Coleman. I am a senior manager of product marketing, uh, actually from Amsterdam. The accent doesn't give it away but we're going to do things a little bit different today. We're actually going to start by talking to one of our customers before we start talking about Salesforce this, Salesforce that and I'm actually quite happy to have with me here today, none other than Sandia Sharma.

Speaker B   00:01:03

Thank you.

Speaker A   00:01:04

And before we get started on anything, how about we start with a very simple question. Can you tell us who you are and what your role is and what is Optus?

Speaker B   00:01:12

Thanks Mike. Um, very excited to be here and hopefully everybody's had their coffee this afternoon. Session is always tough. Uh, for those of you who don't know, my name is Sanjay Sharma. I'm from um, second largest service operator in Australia. Um, Optus,

which is a uh, fully owned, uh, wholly owned subsidiary of Singtel. Um, Singtel has a very big presence in Asia Pac. Um, for me, I've been in the industry for more than 25 years and worked on a lot of transformations and specialize in commerce, marketing and customer experience. Optus has uh, been in the business for more than 30 years now and they have fixed mobile entertainment, um, products and services and uh, they also operate in consumer and enterprise customer segments.

Speaker A   00:02:02

Fantastic. You've done some amazing things, um, well, in your own organization and working of course, together with Salesforce as well. And let's just go straight into the first question that I have for you today. What were really the drivers behind it all to launching a unified commerce storefront?

Speaker B   00:02:17

Yes, it's a very long story but I'll try to make it very, very brief. Um, so like every other telco, we made a lot of investments, um, in transformations to try and bring different lines of businesses together because we had obviously fixed line business with their own set of systems, mobile entertainment, and we needed a unified platform. So we took a significant transformation between 2014 and 2019 and consolidated that into a single platform. The only challenge was that was designed for, um, assisted experiences, like, because in those days, um, all our customers were purchasing through contact centers and retail stores. So that wasn't really going to work for sales of experience. Um, to give you an example, we had a, ah, family proposition in the market where depending on the number of family members you have, you can share your data allowance, you could get promotional, um, discounts based on number of members you have. So in an agent experience, you can actually do one by one. So if you have four members, you will set up four times. And it was a lot of repetition and we could not do that in a self service kind of environment where customers are forgetting which friendly number had which number and what plan they were on. So we invested in a digital commerce platform and the main reason we needed to do that was with the pandemic, um, everything was moving to self service. The um, cost to serve is really, really high in an assisted channel. Like we have to pay commissions, uh, for any kind of sales. So it was, um, very beneficial for us to move to digital as fast as possible. So that was the main reason why we needed to invest in a big commerce platform. Now we had a very simple idea to deliver an e commerce style experience for telco products. It sounds very simple, but it's incredibly hard because unlike, uh, e commerce in a telco world, it does matter what you have purchased previously, what your history is, are you paying your bills on time? Can you afford those products, your identity? Because we are operating in a very regulated industry, so we need to do a lot of checks, we need to do service qualification, whether at your specific address, you can even get the service. To get that in a seamless e commerce type flow, uh, was a lot of work. Uh, what we call is the telco commerce. Our idea was very simple. We wanted to offer, um, intuitive,

guided, personalized customer experience, um, to our customers so they could buy all our products one by one, or a combination of that in any quantity. So we call it the universal cart. And that basically was the basis for the new digital foundation. The other big thing that we had to do, because we wanted to upsell to our existing customer base and we needed uh, based journeys in place to be in a position to do personalized marketing on top of it. So we also recognized very early on that we could not just sell our own branded products, we needed to sell third party partner products as well, which means they needed different set of platforms and systems. So by design, by architecture, we said we're going to support federated platform architecture, which means we're going to present a unified storefront experience where the customers can mix and match and purchase what they want. But once an order is taken, we break that order into multiple parts for fulfillment into the respective platforms. So together we kind of saw a massive change to the way uh, the customers are progressing through the e commerce journey.

Speaker A   00:06:13

That's great to hear. I've got one final question for you. Um, of course, what are the benefits that you've really seen being able to connect both marketing and commerce cloud together?

Speaker B   00:06:24

Yeah, so as I explained, we initially we wanted to have the base foundation for all the different product categories so we can, customers can have a guided experience very, very quickly, um, to get to the end. Um, but then we wanted to, we overlaid personalization on it so we could do cross sell upsell and give them personalized nudges and assurances that they're making the right decision which increase the average order value for us through in a single transaction. And in the telco world what we call is um, customer lifetime value because a customer usually stays for about six years, um, on an average once they actually purchase the first service. So we see a massive uplift in our uh, checkout and conversion rates. Uh, we saw a huge amount of automation for self service. We are achieving close to 98% automation, uh, for a combination of products, which is quite unique in the industry. And now we are sort of accelerating with personalization further through abandoned card, transactional emails, um, attachment options, so that we can actually accelerate uh, and deliver more value to the customer and increase the lifetime value.

Speaker A   00:07:36

That makes perfect sense. Are you able to share any metrics, um, from the business that you've seen improve?

Speaker B   00:07:43

Yes. So we saw about 67% increase in the cart to checkout conversion rate. As I said, the

automation is almost somewhere between 97 and 99%. We're seeing good success with the abandoned cart, about 19%, uh, on an anonymous customer flow we are now doing for the existing um, customer with a fast follow up. So we had a recently a very successful iPhone launch and we saw a huge volume going through the platform, which is almost six times the amount we usually see, um, on a day. And the platform held up and the beauty of all of that is all of these orders were automated. So it has been major success that's great.

Speaker A   00:08:30

Well, thank you for sharing your story with us here today. Um, well, what you can very clearly tell from Sanjay's story as well is that customer expectations are obviously rising ever so quickly. And actually 80% of the people that we've interviewed actually saw that the service that you get next to the products that you're buying or uh, taking are just as important as just the product in and out of itself. Right? And with data proliferation happening at an unprecedented pace, and with structured data, and not only structured data, but also unstructured data being, are increasing at such a rapid pace, it's becoming more and more important to be able to personalize every single step of that customer journey. So no matter if we're talking about awareness or when you start a marketing campaign and lead them to a pixel perfect webshop where you can actually change, uh, calls to action, where you can change the buttons any way that you want. Critical. And that conversion piece, you know, like really being able to offer really good next, um, products to buy, uh, to being able to offer these tailored promotions. If you buy a, let's say a cell phone or a subscription that you buy and sell all these other services right next to it, right? And even to the point where you're onboarding them with emails, where you send them personalized messaging, where you send them personalized, personalized offers for the next product they buy. And of course all the way down to retention, because personalization will keep a customer with you hopefully longer than even six years. Uh, and that's why we're also now launching marketing and commerce on a single platform, right? And that really helps us because it's built on the number one AI CRM and because of it, it's natively integrated, which means that your uh, commerce data as well as your commerce events are being natively shared with marketing cloud. Right. It really means that you can offer that one to one personalization out of the box in any type of messaging, in any type of emails that you want to send. And it will really help you grow that conversion and grow the revenue. Because we also know that customer acquisition isn't as cheap as it was ten years ago, so we got to do more with less. But in order to exemplify that, I would like to actually invite Nirvana to stay because why? Let me talk if we can invite someone who actually builds this out on a daily basis. So, Naraj, words for you.

Speaker C   00:10:43

Thank you, Mike. And thanks Anjay for sharing such a great success with Optus and using Salesforce products so well. You have seen like in historically marketing and commerce

was kept as two separate islands. First time we're really bringing all on one platform truly connected, integrated. So first is one platform powered by the real time data. Like it's not just driving the marketing journeys and all the activities based on historic data, but your real time shopper behavior data. And of course it's multi channel. Like every possible channel we can connect to the customer and deliver that consistent experience, isn't it? Wow. So number of use cases we're targeting first transactional, as Sanjay mentioned, like you know the transactional emails are the most open email, eight times higher open rate and they are the sweet spot to send all the personalization, all promotions, offers, everything. The second one is abandoned card, 70% card gets abandoned in b, two, c landscape. You can see like opportunity literally there, right. Just by putting the right offer everything 54% of shopper will end up purchasing if we give them the right offer and right personalize or right products. The third one back in stock, like 14% of the email, those are send as in a back in stock. They get converted into order, which is an amazing number. Like these are the simple use cases. But now we are baking all in product out of the box without doing any implementation or no custom work and personalization. Of course we all know the value and power of personalization. So the first thing we're doing is we're building the shopper messaging which is all out of the box. Zero click setup. It's there as you set up the store you will see then and there. We're going to show it in demo. You can of course extend it, customize it, but you don't need to like of course you want to add logo and theming but default behavior will be straight away available. And it's all powered by Salesforce Flow system. And I'm sure you might have heard about flow. It's a declarative tool in studio. You can drag and drop and customize the feature, you can even extend it. Suppose you want to create a case when your shopper is buying a fridge from your website to install that fridge at your home. Very simple use case, right? The other one is that's like the real sweet spot which is truly enabling commerce and marketing together on one platform for 100% declarative ways. You can create all the marketing automation just by drag and drop, just through clicks, no code. It's all powered by flows, all powered by red built in uh editors like content editor. And we're going to see this in our demo zone. So and last, which is like really important, we spend ton of money on marketing. We want to see actually all those marketing activities are really working is giving value or giving you the real money out and what's the impact on your business. And that's all powered by our end to end AI powered analytics platform which gives you the impact of every marketing activity real time then and there. So you can measure the impact and it can automatically optimize what action you want to take to make your marketing activities more efficient. So with that, let's jump to demo. So now the first thing, commerce setup now. So storefront setup in commerce is like super easy. It's just a three step step, three step process. First step, you want to select what type of store you want to create, which is d, two c, b, two b or whatever. Second step, you just want to put the name URL and press start selling and bam, um, your store is ready. As you complete your store you will see the first email which is order confirmation email. It's readily there to go. As you place your first order you will see your order confirmation out of the box. Default one is there in your shopper's mailbox. Of course you can change it like change the logo and theme just by clicking on edit button.

It takes you to the editor and you can customize in few minutes and it's all again powered by flow. If you want to change the process, you want to add additional custom processes. It's super easy and super quick. The next one is like as your storefront is ready it's in hand of your shopper. Shopper is browsing through the storefront clicking on different categories. They browsing different product here they just trying to browse looking at the coffee products and coffee particular sorry this particular product, all these behavior data when they click through the storefront is straight available in data cloud and is readily available in marketing cloud to consume. Isn't it powerful? Like you can create marketing campaign and segments by readily available data then and there and it's all real time there. So I can in this case, suppose I can simply go to segments in this we want to create a segment for a shopper who's been browsing the coffee category. So simply drag the created date in the sense hey when this engagement was created it's today. And second, what particular category they were looking at. So let's say coffee. And you have like ton of attribute, you can even add more attribute as you want. Once the segment is there, it's available as a source for your all marketing campaigns. Suppose here I want to create a campaign, I want to send an sms with an offer discount code, say coffee ten to my shoppers who've been browsing this category and it's all again powered by flow. The flow is there which can be extended and even we can take to the next level all the sms we can connect to agent force. Have you heard about agent force is our next generation super powerful, uh, that AI powered chat available which can kind of automate your whole selling process. So it's not just like sending sms, converting that sms communication to a uh, conversational commerce and we're going to see this in demo soon. So here, which is the next one? And I feel like that's again the most powerful capability of this whole integration. All the commerce events like order confirmation, shopper registration, forget password, they'll be readily available in marketing cloud to consume and create automation. Like you can drag and drop this event, say order confirmation and create a flow to send sms, create case, create opportunity, whatever you want to do, you can. Imagination is the boundary basically here. So in this case we just creating a flow, very simple flow. On order confirmation, we want to send sms in addition to email. And all these events as we've been adding, they'll be available straightaway in marketing platform. So as we save now, let's look at how the shopper experience looks like. So we first send this sms, which is our coffee ten um, gift, sorry, coupon to this particular shopper and they respond. And then now the whole agent force comes into play. They're saying hey, can I have some recommendation for product? Yes. Then product recommendations are given by agent force. Customer can go and complete a checkout based on agent that recommendation. And as they complete the checkout, they see the order confirmation email. At the same time they see all the message as well. It's powered by the same flow we created just few minutes before. And now at the same time, now they can talk and check the status of that order within the same discussion or same conversation. So now like see the whole connected experience here. We started with just the email, we extended it to agent force, powered by the same events and same kind of a flow capability. And now the whole kind of interaction with that shopper converted into

conversational commerce. So that was a quick demo. So um, just a few minutes on our roadmap. So as you see, we were launching order confirmation editor, zero click setup. It's coming in this fall. The next one is the shopper registration abandoned card all out of the box. All these events we were discussing, they'll be available straight in marketing cloud and of course the SMS powered notifications and in summer we're just working next uh year 24 25 we're working on all the GDPR capabilities like consent, marketing consent, email subscriptions so your guest users can subscribe for email offers and I um uh newsletter emails and forget passwords, email personalization so you want to add product recommendations straight into all the transactional email. They'll be of course will become uh you need to use kind of the consent and all these capability in addition to that but they'll be straight available and marketing campaign and journeys all the commerce data will be available in marketing to drive the journeys. And of course we have like future roadmap for example order status, back in stock, profile update and WhatsApp other channels. As we're going to um build this capability more and more we're going to add introduce more and more communication channels. And last one is basically uh personalizing offer promotions. So all the commerce promotions and offers and coupons they'll be straight away available in marketing. So you don't need to build that integration. You can drag and drop all these coupons and everything even generate dynamically and blast the email to your shoppers so it's truly connected experience on one platform and that's the goal with that. Thank you very much for joining us. We'll be around here. If you have any questions please reach out to us.