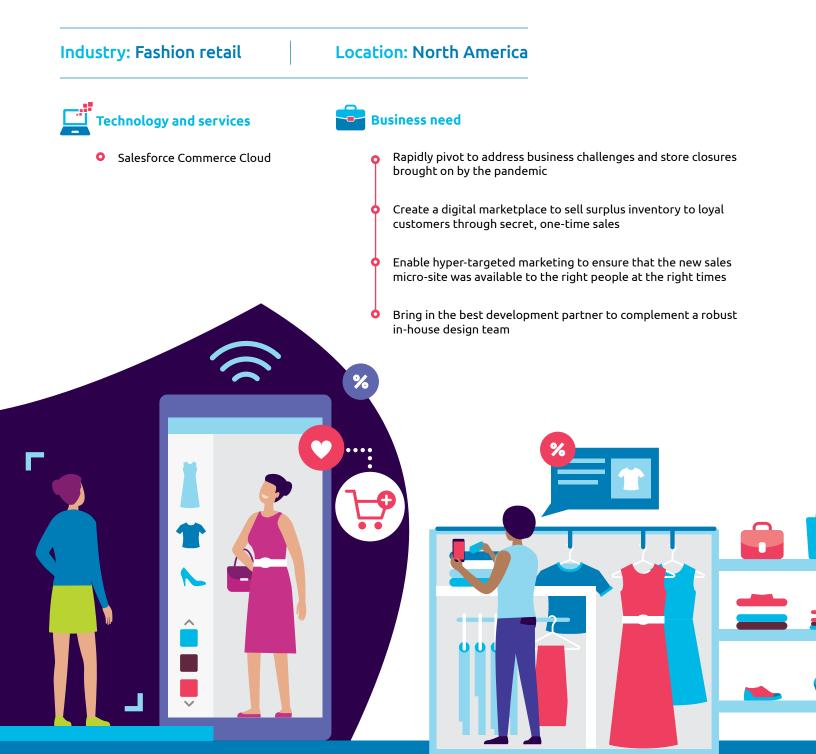


Making the most of **retail disruption**

A fashion trailblazer quickly solves inventory issues and surpasses revenue goals



🗗 Solution

Capgemini engaged the retailer to understand project requirements and work with the creative direction of the in-house team

Leveraged existing style guide and a Capgemini-implemented instance of Salesforce Commerce Cloud to build a fully functional micro-site, enabling the client to list excess inventory at special prices

Tested and deployed in just eight weeks by a flexible team of dedicated Salesforce experts

Comprehensive analytics implementation enabling the client to test future design, navigation, and functionality options for the main site

 Targeted deployment to select customers and press

Outcome

Capgemini's prior experience building the client's site on Salesforce Commerce Cloud enabled quick action and fast results.

Successful site launch on time and on budget

Instant engagement: 50% of planned demand came from a soft launch to 10% of the client's customers

 More than \$300,000 in orders came in during this first soft-launch weekend, prompting the retailer to move reserved inventory forward to support the broader launch to all customers.

Originally intended to solve inventory issues, this flash sale has now become a core strategy for the client, driving data collection and engagement while shoppers wait for the next event.

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Note: current conversion is €1 to \$1.18 (8/15/20)

People matter, results count.

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