

Case Studies for Salesforce

# Retail



**Enabling  
integrated  
customer support  
management  
with global multi-  
channel processes**

Retail

EU

A well-known German international discount retailer chain, which operates a huge number of stores across Europe and the United States, has an internal discounter group that introduced a supermarket loyalty card via an app that must be integrated with a broader customer loyalty program.

## The Challenge

Our client launched a loyalty card program utilizing on-premise tools that suffered from performance and scalability issues, and that were unable to provide deeper integration into marketing data sources for the launch of a more expansive customer loyalty program. In addition, the client's international growth resulted in an increasing number of support

## The Solution

Persistent and Salesforce collaborated with the client to introduce enhanced case management processes for its EU and US market support organizations, with an eye toward leveraging Salesforce's CRM functionality for better synergies between the customer support organization and the customer loyalty program.

## The Outcome

The solution has resulted in enhanced integration between CRM systems and tighter connections between the loyalty card and broader loyalty programs, enabling more effective and accelerated customer service, and greater transparency in service management. Persistent and Salesforce worked with the client to fully implement Salesforce Service Cloud and Service Console, with

cases each year and created a need for self-service functionality. The client wanted a cloud-based solution that would provide the required scalability and maximize its extensive Salesforce investments (which includes Service Cloud, Digital Engagement, Community Cloud, Einstein Analytics and Marketing Cloud).

The solution includes enhanced case routing and assignment for support issues based on prioritization rules and processes, and provides faster information access to first-level customer support agents. The partners also worked together to create a user-friendly customer community and self-service portal based on knowledge articles and solutions, which allows for faster user resolutions.

integrations between Service Cloud, the customer community and Marketing Cloud, leveraging the discounter's global standards while allowing for customized configurations for specific countries. The solution also contains processes to fully anonymize personal data according to GDPR standards and user requests, and an integrated store locator.



Marketing Cloud

Service Cloud

Community Cloud



Persistent is a leading Salesforce partner with over 18 years of implementation and consulting experience. We are a boutique provider at enterprise scale, which means you can speak with leaders in 18 countries across the globe and yet expect local expertise that is highly relevant to your geography.

[persistent.com/salesforce](https://persistent.com/salesforce) →

## Our Salesforce Expertise

<b>End-to-End Marketing</b>	<b>Sales Automation</b>	<b>Omni-Channel CX</b>	<b>Digital Commerce</b>
<b>Branded Engagement Platforms</b>	<b>Industry Cloud Implementation</b>	<b>MuleSoft Integration</b>	<b>Proprietary Solutions</b>

## Our Industry Expertise

<b>Healthcare &amp; Life Sciences</b>	<b>Banking &amp; Financial Services</b>	<b>Software &amp; Hi-Tech</b>	<b>Industrial &amp; Manufacturing</b>
<b>Media &amp; Entertainment</b>	<b>Retail &amp; Consumer Products</b>	<b>Non-profits</b>	

## Our Partnership at a Glance

<b>7,100+</b> Certifications	<b>1,400+</b> Joint Projects	<b>5/5</b> CSAT Score	<b>300,000+</b> Trailhead Badges	<b>18+ Years</b> of Successful Partnership
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## Why Persistent Global Salesforce Practice?

<b>Quantity</b> Bank on our increasingly growing revenue size, employee pool & certifications	<b>Quality</b> We maintain a consistently high CSAT Score coupled with top analyst ratings	<b>Footprint</b> We cover major countries across the world and provide expertise in all major Salesforce Core Clouds
<b>Price</b> Various pricing models ensure our clients find a suitable plan, every time	<b>Innovation &amp; Knowledge</b> Leverage our unparalleled industry and product knowledge	<b>Speed &amp; Agility</b> We offer competitive time-to-market, flexible project approaches and agile processes