MARDREAMIN'

HUMAN CONNECTIONS IN ECOMMERCE WITH CONNECTED DATA

Dedrick Boyd
TechSparq, CEO

MARDREAMIN'

Thanks To Our Incredible Sponsors

SERCANTE
A Trilliad Company

salesforce

TRILLIAD
A Growth Services Provider

Stensul

storylane

Trailblazer COMMUNITY

AuctusIQ

JUST

SANDLER®

Agenda

- The challenge of Human Connection in E-Commerce
- How Salesforce Bridges the Gap
- Real-World Examples

The Challenge of Creating Human Connections Online

Rising Customer Expectations

Data is surging.

Channels are proliferating.

Brick & Mortar

Web

Then

POS

Mobile

Now

80% of customers expect better experiences*

Loyalty

Mobile

Omni-channel

Service

Marketing

Reorder

Personalization

*FY23 Customer Success Metrics - June '23

The Challenge of Connections Online

Customers Expect More

Customers are looking for more that just convenience, they crave emotional, personalized, interactions

Data Overload

Businesses are overwhelmed with data – but still struggle to create meaningful relationships through it

How Salesforce Bridges the Gap

Leveraging Connected Data for Personalized Experiences

Unified Customer Profile

Salesforce consolidates customer behavior, preferences, and history for a 360-degree view.

Cross Channel Personalization

From mobile to in-store, connected data ensures seamless and personalized interactions.

AI Driven Personalization at Scale

AI For Large-Scale Personalization

Salesforce AI tools allow personalized recommendations for thousands of of customers.

Real-Time Insights

AI enables real-time recommendations based on customer behavior.

Connecting the Journey
Drives Revenue

Marketing

Sales Offer

Loyalty

Store Visit

Digital Shopping

Service Case

Reorder

Data Cloud

The Real World

Coke – A Case Study

Unified Data

Consolidated data from vending machines, mobile apps, and loyalty programs from it's global customer base and operations.

Personalized, Real-Time Offers

Using SF 360-degree view, Coke delivered highly personalized experiences across all channels (omnichannel).

Results: 30% Productivity Boost

This resulted in a 30% increase in productivity and they also experienced improved customer engagement.

MARDREAMIN'

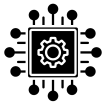
Connected Data Is The Future

Unified Customer Profiles

DataCloud helps to unify all interactions and provide a 360-degree of each customer.

Real-time Data Activation

Activate customer data instantly to trigger personalized offers and recommendations.



Personalization At Scale

AI enables businesses to predict customer needs & deliver personalized experiences to all.

Omnichannel Consistency

Deliver a seamless, and connected customer experience across all channels, at all times.

Summary

- Connected Data is Essential
- AI-Driven Personalization at Scale
- Omnichannel Consistency Drives Loyalty

Thank You!