

Chapter 4 - Building an E-Commerce Presence: Websites, Mobile Sites, and Apps

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1. Why did PetSmart Switch to Salesforce Commerce Cloud?

The experience of corporations like Dick Sports Shopping of using external e-commerce platforms was not good. eBay limited how Dick's will post products and access consumer databases. This meant that Dick's would not offer customized services to its clients. These factors and increased costs prompted the company to create its e-commerce platform. While most corporations learnt from the case study and preferred an internal e-commerce platform, a group saw an opportunity and started Salesforce Commerce Cloud (Laudon & Traver, 2017). The integrated e-commerce platform solved the challenges firms experienced when using external platforms like eBay. The most distinct factor that has attracted many corporations to Salesforce Commerce Cloud is a feature that makes it possible to have a close relationship with the customers.

The pet food industry is experiencing increased competition thanks to increased innovations in technology which have allowed consumers access to a variety of pet foods. Survival in this industry is based on identifying a niche and providing the best service. When analyzing its options, PetSmart resorted to switching from its e-commerce platform to Salesforce Commerce Cloud because it believed that the platform would allow it to serve its customers better (Laudon & Traver, 2017). This is correct because the platform has features aimed at maintaining current customers and helping win new customers.

PetSmart resorted to using Salesforce because it is cost-effective, has many features, and has increased flexibility. The e-commerce platform is efficient as requests and transactions are processed in real-time. The feature gives customers a pleasant experience while shopping around

and prompts them to make the buying decision. The effect is increased conversion rate and optimization of sales.

Salesforce Commerce Cloud uses artificial Intelligence (AI) to provide personalized searches to each customer. This is good because it reduces the time a customer spends online, which increases the conversion rate (Salesforce for Industries, 2021). Besides, the AI system aids in analyzing customer behavior and helps to develop a new sales strategy to win customers. Last but not least, the use of Salesforce Commerce Cloud was facilitated by the need to establish and strengthen their relationship with their customers. This is because the platform has features which analyze customer buying behavior and generate prompts on how the company should deal with the customer. It is also possible to be connected 24/7 with customers and handle their needs.

2. What Challenges Do Rituals Face in Translating Its Brand to The Online Channel?

E-commerce platforms offer an opportunity for businesses to reach out to customers via the internet. This is good because it ensures that companies have access to increased market share. However, the challenges continue because online presence does not signify success, as viewership does not translate into sales. Businesses need to take another initiative to transition the viewership into sales. Rituals found the same jinx when translating its brand to the online channel. The firm needed help finding the right products to sell. It was also challenging to find the perfect customers for its goods. It also found it difficult to develop a strategy to attract the right kind of customers (Salesforce, n.d). This is because the e-commerce platform did have the capability to analyze customers.

Rituals had created a reputation for dealing with high-quality products and offering customized services to its customers. It faced some challenges when transitioning online because it needed the right products to suit the rich pool of clientele. However, integrating its systems

with Salesforce Commerce Cloud has enabled the company to experience high growth. The cloud-based e-commerce platform has features that analyze customer needs and suggest the development of personalized products and services.

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