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1. Why did PetSmart switch to Salesforce Commerce Cloud?

PetSmart, the American pet supply retailer, switched to Salesforce Commerce Cloud for several reasons. One major reason was to provide a seamless omnichannel experience for its customers. The company wanted to create a unified experience across all channels, whether customers were shopping in-store, online, or using their mobile devices. Salesforce Commerce Cloud offered PetSmart the tools and capabilities to achieve this goal.

Another reason for PetSmart's switch to Salesforce Commerce Cloud was the platform's scalability and flexibility. As a growing business, PetSmart needed a platform that could adapt to its changing needs and accommodate its expanding product offerings. Salesforce Commerce Cloud offered PetSmart the ability to quickly and easily add new products and services, as well as integrate with other systems and technologies.

PetSmart also appreciated the customer insights and analytics capabilities offered by Salesforce Commerce Cloud. The platform allowed PetSmart to gather and analyze customer data from multiple channels, including online and in-store purchases, to better understand customer behavior and preferences. This information helped PetSmart tailor its marketing and sales efforts to better serve its customers.

Additionally, Salesforce Commerce Cloud offered PetSmart the ability to create customized marketing campaigns and promotions based on customer data and behavior. This helped the company engage with customers on a more personalized level and improve customer loyalty.

Overall, PetSmart's decision to switch to Salesforce Commerce Cloud was driven by a desire to provide a seamless and personalized omnichannel experience for its customers, as well as to leverage the platform's scalability and flexibility to accommodate its growing business needs.

2. What are the challenges that Rituals faces in translating its brand to the online channel?

Rituals, a Dutch personal care and home product company, has established a strong brand reputation in the retail market with its focus on the concept of "slow down and enjoy the

moment." As online shopping continues to grow rapidly, Rituals faces challenges in translating its brand to the online channel.

One of the main challenges is replicating the in-store experience that Rituals is known for. Rituals stores are designed to create a calming and relaxing atmosphere, with soothing music, soft lighting, and scent diffusers. Online, it can be difficult to recreate this experience, and customers may not feel the same emotional connection to the brand as they do when shopping in-store.

Another challenge is maintaining the quality of the product experience. Rituals prides itself on using natural ingredients and carefully curating its product range. However, customers cannot physically touch or smell the products before purchasing online, which can be a barrier to purchase. Ensuring high-quality product images and descriptions, as well as offering sample sizes or testers, can help alleviate this issue.

Logistics and supply chain management can also be a challenge for Rituals when translating its brand to the online channel. Shipping products to customers quickly and efficiently, while also ensuring that the packaging and delivery experience aligns with the brand's ethos, can be a complex task.

Finally, competing with other online retailers in the personal care and home products space is a challenge. With the abundance of choices available online, Rituals needs to stand out from the crowd and offer a unique value proposition to customers.

To overcome these challenges, Rituals can focus on creating a seamless online experience that aligns with the brand's values and offers a high-quality product experience. Utilizing social media and influencer marketing can also help build brand awareness and drive online sales. Furthermore, investing in innovative technologies such as augmented reality or virtual reality can help customers get a better sense of the products before purchasing online.