

### 1. Why did PetSmart switch to Salesforce Commerce Cloud?

PetSmart is one of the largest pet companies in North America. It has over 1600 retail stores in Canada and the United States. PetSmart covers all pet-related products, providing pet services and selling small pets. Salesforce is a cloud-based Customer Relationship Management (CRM) platform that enables businesses to manage customer data, sales operations, and marketing campaigns. It provides various features, and tools businesses can use to improve customer relationships, including customer segmentation, customer data management, and customer support. Salesforce also offers a variety of integrations with third-party applications and services, making it a powerful and versatile CRM platform. Salesforce also offers features that help companies automate their sales and marketing processes, such as email marketing, lead capture and lead scoring (Simplilearn, 2022).

By switching to Salesforce, PetSmart can utilize digital innovation to know more about customers so the company can make the right decision at the right time. Salesforce can also show PetSmart how the business performs and provide better services to customers. Every service provider must know what customers want and need. Salesforce can organize customers' demands, so PetSmart will try to satisfy them all. It is the first company in the industry that makes the same day and scheduled delivery available for every customer. Another crucial reason PetSmart chose Salesforce Commerce Cloud was its need for a professional platform to handle the scalability and high volume of customers of promotion dates and sales events.

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

Rituals Cosmetics Enterprise B.V. operates as a retail store. The Company offers a range of hair and body sprays, lotions, gifts, clothing, facial creams, travel accessories, and baby and mother care products. It has opened 1000 stores in 36 countries. Rituals focus on the physical retail store because customers can take a close look at the product and try the product, they are looking for on-site. The same thing happens to clothes retailers because customers need to try it on for the look, pick the correct size and choose the desired material. The first challenge is to compensate for the lack of smell, touch, and feel of the product when shopping online or minimize the difference between shopping in-store and shopping online. The second challenge is to satisfy all personalized needs. In a physical retail store, clerks provide one-to-one service to each customer. During the conversation, customers will interpret their wants and needs, so clerks can immediately solve the problem. Rituals must make this service available online. Every individualized request can be satisfied. The Third challenge is to cover as much area as they can. Expand their service range to more countries. As Rituals covers more customers, a large volume of information awaits processing.

#### Reference

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