



Mindtree

A Larsen & Toubro Group Company



Build an immersive, next-gen **shopping experience** with **Mindtree's Salesforce** **Omnichannel Solution**

The imperative to build better shopping experiences is driving massive change for retail organizations in 2022. The future mantra is “anywhere commerce,” necessitating accessible shopping across devices and channels. Mindtree’s omnichannel Salesforce solution empowers retailers to engage customers across every channel, such as mobile, e-commerce, Augmented Reality (AR), and Virtual Reality (VR), whether on their website, an app, a social platform, or a paid media placement.

82% of shoppers check the internet before going to the store to buy while another 82% check their phones on purchases they are about to make in-store.

Welcome to possible

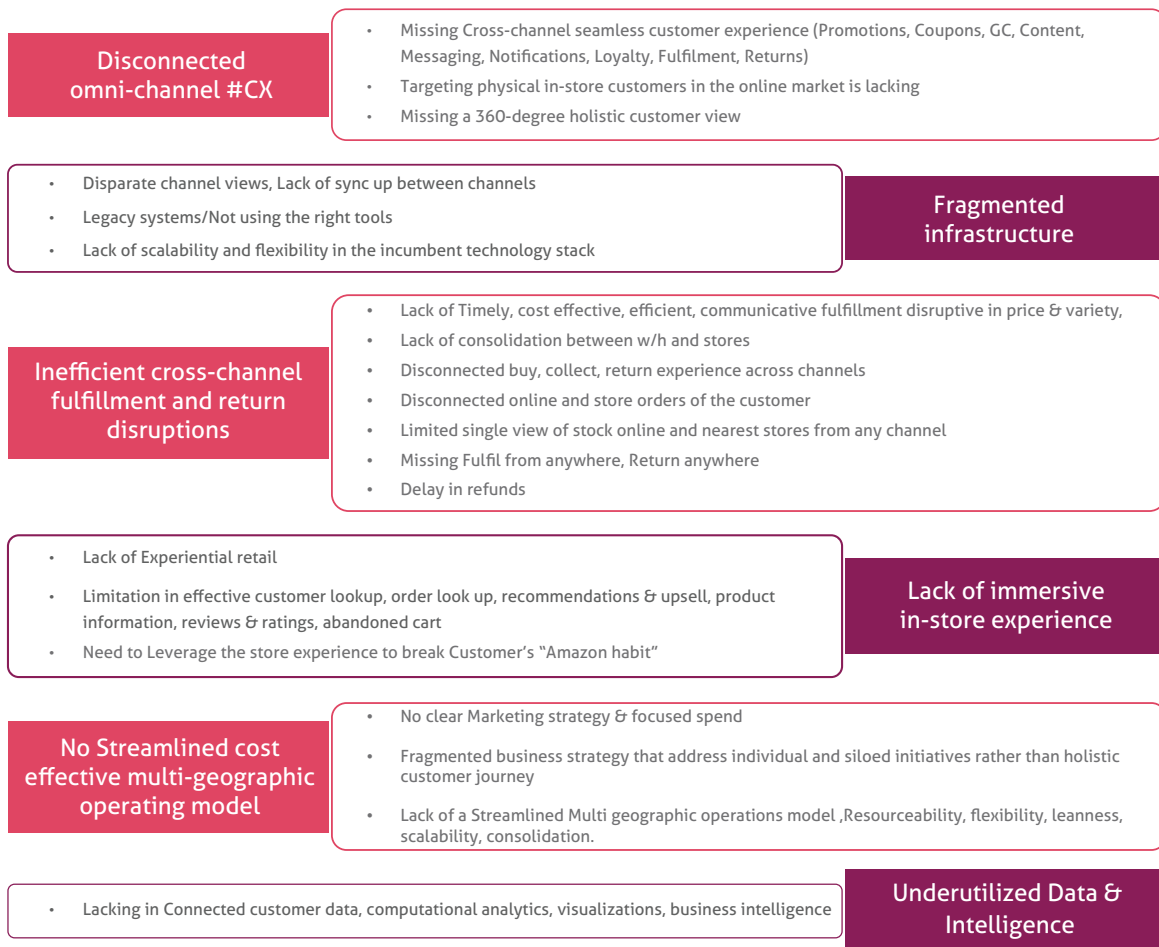
In 2022, to make every touch a shopping moment, smart technologists will assemble an “experience architecture” that has scalable and expandable cloud-based e-commerce components:

<ul style="list-style-type: none"> • Intuitive brand sites • Rich experience-driven content • Seamless shopping & payment 	<ul style="list-style-type: none"> • Hyper-personalized marketing • Order management • Inventory control 	<ul style="list-style-type: none"> • Superior omnichannel customer service • Enhanced loyalty solutions
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In a nutshell, the focus will be on building immersive experiences that engage shoppers and drive conversions by turning browsing into shopping opportunities.

The key challenges of a non-integrated e-commerce ecosystem

Organizations today do not lack commerce solutions. However, siloed solutions for individual components in the shopping journey are creating disjointed experiences for the end customer.



The need of the hour is an intelligent Digital Marketing & Commerce ecosystem integrated with Customer support & Inventory to inspire, engage, convert and retain shoppers. Retail organizations should take ownership of customer experience at every point, deliver on customer expectations for the quality of the experience, and leverage modern architecture to get here.

Building a frictionless, personalized customer journey that drives conversions with Mindtree's Salesforce omnichannel solution for retailers

Mindtree's integrated omnichannel solution is built on Salesforce and combines industry expertise with innovation in cloud technologies and headless e-commerce APIs. Leverage this solution and take your customers from a mere "shopping journey" to a delightful "experience to revel in" with a frictionless, personalized journey that wins customers and drives conversions.

Commerce Cloud and Marketing Cloud

- Centralized product and service catalog
- Unified basket across channels
- Pricing and centralized promotions
- Product recommendations
- Integrated payments
- Intelligent search configurations
- Address verification
- Ratings and reviews
- Intelligent analytics—Einstein analytics and GTM

Service/Experience Cloud, FSC and Revenue Cloud

- Consolidated cross-channel inventory (OCI)
- OMS—Unified, cross-channel order management
- Cross-channel fulfillment
- Returns and reconciliation
- Single source of truth for customer data
- Customer and agent identity management
- End-to-end customer support
- Claims management & insurance policy management
- Seamless self-service
- Knowledge management





Omni content

- Content driven through a central CMS
- Flexibility to the business teams to upload suitable content anytime anywhere
- Enables quick access to promotional campaigns

Omni inventory, orders & operations

- One Business single system view of inventory
- Real time visibility across online and stores
- Stock reservation
- Centralized order management across channels
- Track & Trace touchpoints
- Centrally controlled connected multi-geographic operating model

Omni intelligence

- Einstein/Analytics driven personalization
- Computational analytics, visualisations, business intelligence

Omni marketing

- Centralized consistent outbound communication across channels
- Cross-channel marketing operations including campaigns and promotions
- GDPR/UKDPR compliant customer data across channels for segmentation & targeting

Omni feature control

- Centralise control panel for the business to feature control on a global or local level

Omni experience

- Rich content driven Brand site
- Intuitive & contextual journey
- Smart Cart and Checkout process
- Flexible payment solutions
- Connected customer across channels
- Online, In-store & Tele-sales Telesales

Omni product, pricing, promotions

- Integrated DM, inter-connected merchandising and planning engine
- Consistent catalog and dynamic AI/ML based cross-channel pricing & promotion
- Product comparison & review feature
- AI based bundling
- Price comparison and match
- Billing

Omni fulfillment and returns

- Channel agnostic Fulfillment options
- BOPIS/BOPAC/Home Delivery
- Streamlined Returns journey
- Cross channel Returns and Exchange

Omni customer service

- Single view of the customer across channels
- Transaction history accessible across channel
- Unified console & case management
- Order tracking
- Claims management, insurance management
- Knowledge management
- Self help online
- Global employee/customer identity management

Omni mobile

- A best in class mobile experience and connected journey

Key enablers from Mindtree's omnichannel e-commerce solution

Benefits of harnessing Mindtree's Salesforce omnichannel solution

Retail organizations can leverage Mindtree's Salesforce omnichannel solutions to provide customers with a fully integrated shopping experience from the physical store to the virtual store across all channels and devices.



How can you transform your omnichannel and create next-gen shopping experiences?

From optimizing channels and devices to reengineering your entire omnichannel journey, we can help you at every stage of the transformation. Take a quick look at how we can help you.

Digital e-commerce roadmap

- End-to-end redesign of your e-commerce experience
- Multi-phased detail roadmap
- Detailed functional/technical blueprint

E-commerce revitalization

- Health check of your current e-commerce solution
- Fit gap analysis
- Revitalization with quick wins

Take your omnichannel experience to the future, faster.

Reach out to us at info@mindtree.com address and we'll be in touch.

Our partnership



References

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About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company that enables enterprises across industries to drive superior competitive advantage, customer experiences and business outcomes by harnessing digital and cloud technologies. A digital transformation partner to approximately 275 of the world's most pioneering enterprises, Mindtree brings extensive domain, technology and consulting expertise to help reimagine business models, accelerate innovation and maximize growth. As a socially and environmentally responsible business, Mindtree is focused on growth as well as sustainability in building long-term stakeholder value. Powered by more than 37,400 talented and entrepreneurial professionals across 24 countries, Mindtree — a Larsen & Toubro Group company — is consistently recognized among the best places to work.

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