

OSF | DIGITAL

laPolar. 

# ENSURING MEANINGFUL CUSTOMER ENGAGEMENT WITH A CROSS-CLOUD STRATEGY

OSF Digital – La Polar

# ABOUT LA POLAR



## LA POLAR

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La Polar is the fourth largest retail company in Chile with a total of 39 stores across the country.

The company sells a wide variety of products, such as clothing, accessories, sporting goods, beauty products, gifts, infant products, electronics, furniture, furnishings, and household products.

# LA POLAR'S CHALLENGES

Was using an outdated ecommerce platform that lacked basic commerce features and functionalities.

Had to use multiple platforms to send transactional, behavioral & promotional emails.

No team to maintain and evolve their commerce operations.

Unable to leverage mobile.

Ecommerce & marketing interactions were disconnected and dispersed across multiple systems.

Lacked the technical capability of online product recommendations, for cross-sell and up-sell purposes.

Couldn't bring users who abandoned their carts back to the website.

Lacked personalized and targeted communication with customers.

# OSF'S SOLUTION

## *Harnessing the Power of a Multi-Cloud Strategy*

Replatformed La Polar's website to **Salesforce Commerce Cloud** & launched a mobile-responsive version.



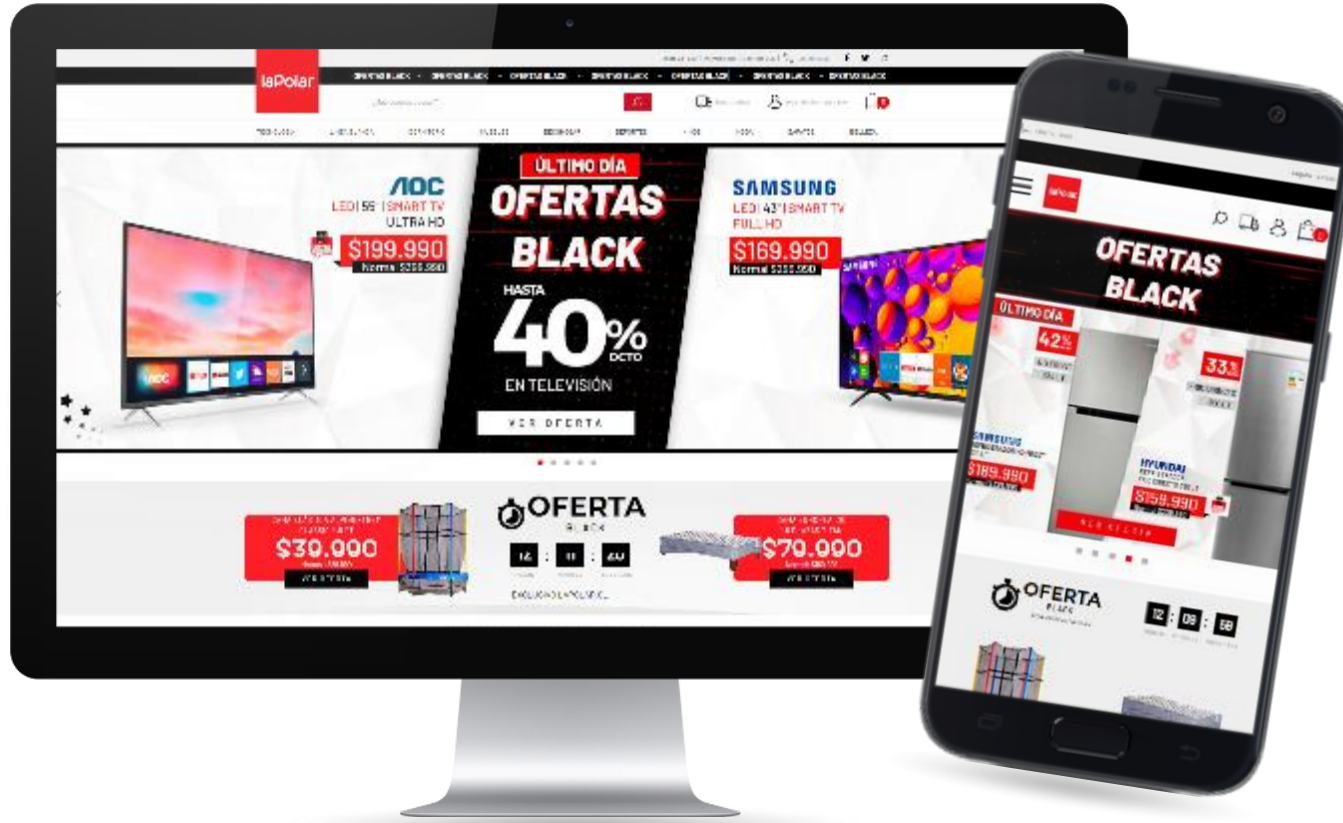
Implemented **Salesforce Marketing Cloud** & integrated it with **Salesforce Commerce Cloud**.



Implemented **Salesforce Einstein** and configured a product recommendation algorithm that uses predictive intelligence for elaborate campaigns and Journeys based on visibility on all customer interactions, online behaviour, and preferences.

# OSF'S SOLUTION

## *Harnessing the Power of a Multi-Cloud Strategy*



Created additional multi-step re-engagement journeys to recover abandoned carts.

Leveraged Advertising Studio to reconnect with customers and perform retargeting.

Provided one central location to capture customer interactions from all channels, devices, and systems.

Providing post-launch maintenance and evolutions services.

# OSF'S SOLUTION

## *Third-Party Integrations*

### **FRAUD**

CyberSource

### **ERP**

Catalog Feed,  
Inventory Feed,  
Pricebook Feed

### **CUSTOMER SERVICE CENTER**

### **MARKETING CLOUD**

Newsletter

### **COMPARE PRICEBOOKS**

Google Shopping

### **ANALYTICS**

Google Analytics

### **IN-STORE KIOSK**

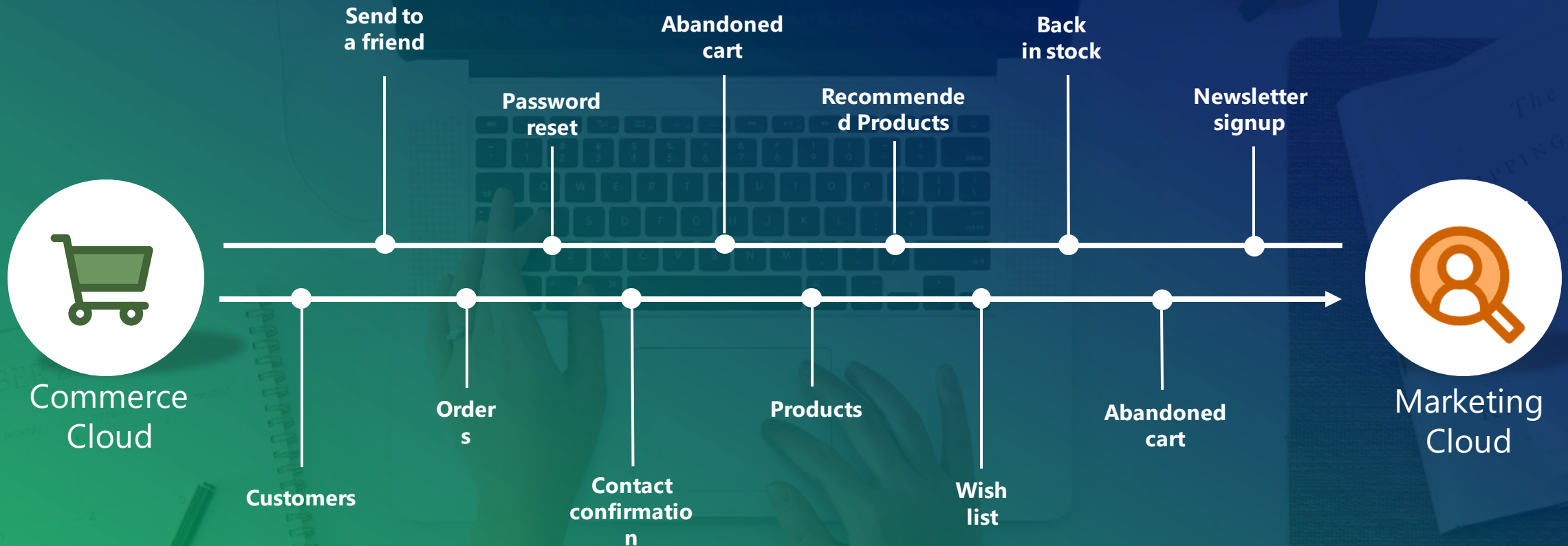
- Non-transactional
- Transactional

### **PAYMENT METHODS**

- Tarjeta La Polar
- Transbank

# OSF'S SOLUTION

*Connected Commerce with Salesforce Cross-Cloud Integration*



# RESULTS

## *Maximizing La Polar's Salesforce Multi-Cloud Investment*

**+50%** increase in number of sessions YoY

**+28%** increase in number of transactions YoY

**+17%** increase in conversion rate YoY

**+27%** increase in number of users YoY

**8%** of total online revenue generated by email marketing

**+18%** increase in number of new users YoY



# TESTIMONIAL

## *Our Work Through the Eyes of La Polar*

*"A critical element that is very important for our technology stack strategy relates to our ecosystem of partners. We've discovered that OSF was not only there for us during the important implementation phases, helping us to overcome the challenges throughout the process, but we've also seen in them potential for future collaboration to secure and develop new business opportunities, not only in ecommerce but also in other areas related to financial services and other Salesforce platforms. These are opportunities that OSF and La Polar are exploring together."*

**RODRIGO CORTES PINTO**

CIO, La Polar

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THANK YOU

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