



OSF DIGITAL

LIFE IS GOOD[®]

A FULL-SCALE, MULTI-CLOUD TRANSFORMATION

Life is Good – Case Study

ABOUT LIFE IS GOOD®

LIFE IS GOOD

is an American apparel and accessories wholesaler, retailer, and lifestyle brand founded in 1994.

It's best known for its optimistic t-shirts and hats, many of which feature a smiling stick figure named Jake and the registered trademark "Life is good."

CHALLENGES

Needed a Scalable Way to Work with Customer Data

SILOED DATA

Wanted to moved data more efficiently cross-cloud.



LACK OF REPORTING

Unable to automate reporting analytics.

CHALLENGES

Service Agents Required Additional Capabilities



Training new agents was a time-consuming process.



Service agents were working with multiple platforms.



Needed to simplify processes and be more effective when dealing with customers.



Wanted to give customers the information they required & an improved experience—resolving their issues quickly & efficiently.



Looked to have customer & purchase order data in one central area, removing the need to go into multiple screens to get visibility of the customer and their reason for contacting the service agent.



Sought to have customer purchase & service data in Marketing Cloud to amplify the success of campaigns.

OSF'S SOLUTION

Implementation of Salesforce Service Cloud

Implemented Salesforce Service Cloud

Performed customizations to Service Cloud for Process Automation, Service Analytics, Data Import/Export

Omnichannel Supervisor



Service Cloud

Channel Setup and Management for Email-to-Case, Phone-to-Case, Web-to-Case, and Live Chat

Knowledge Base

Milestones & Entitlements

OSF'S SOLUTION

Cross-cloud Integration

Cross-cloud integration of Salesforce Commerce, Service, OMS and Marketing Clouds for:

Consumer data sync (guests & registered customers), abandoned carts, and removed products from cart from Commerce to Service and Marketing.

Synchronized consumer purchase and service information to Marketing Cloud using Marketing Cloud Connect.

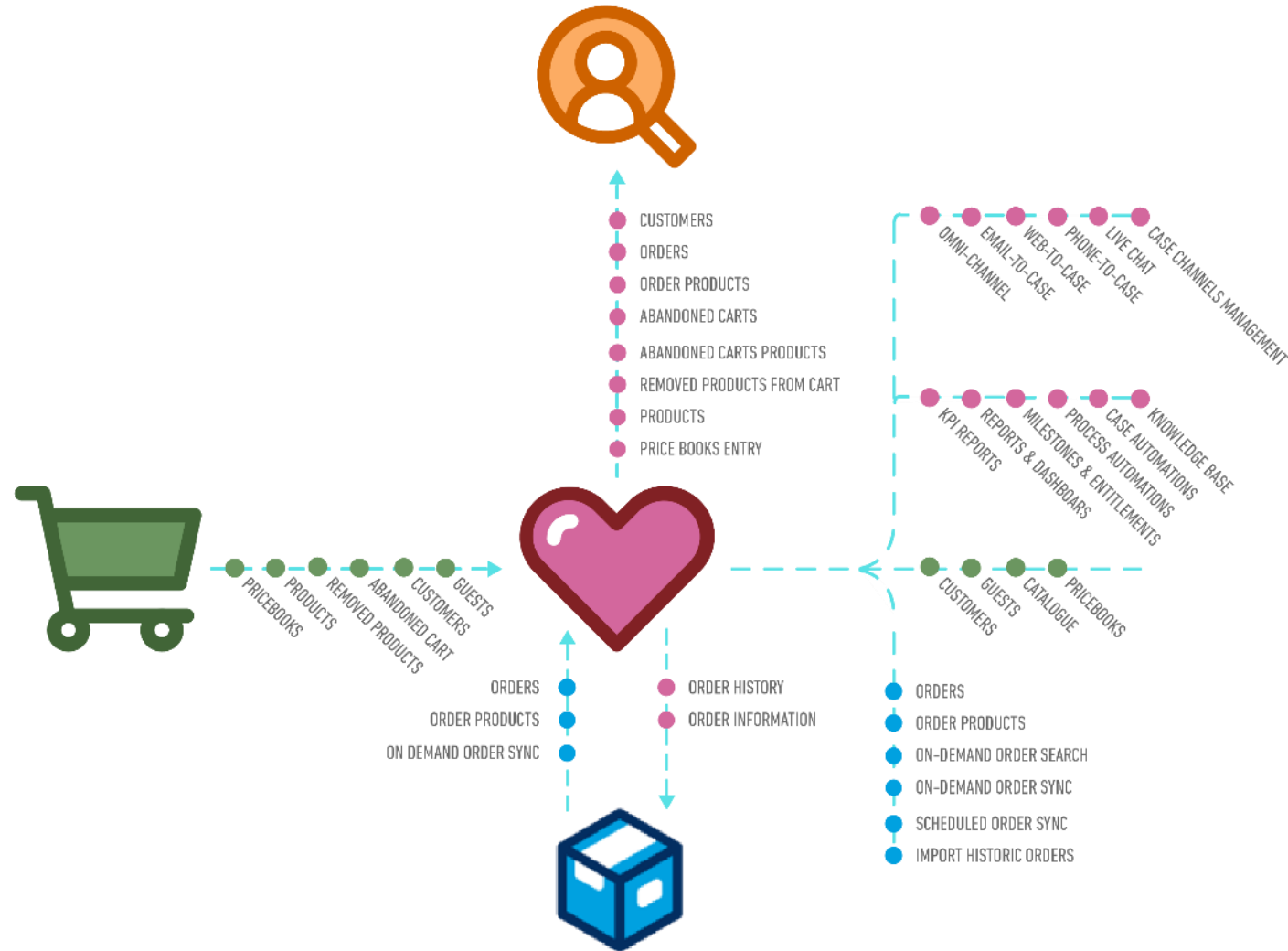
On-demand Order Search from OMS to Service to improve storage limits.

Orders and Order Products Import, including historical data, from OMS to Service.



OSF'S SOLUTION

Harnessing the Power of a Cross-Cloud Strategy



RESULTS

Improved Customer Experience

CUSTOMER SERVICE ENHANCEMENTS

Can now **speak to customers in a more personalized way**, ensuring a closer relationship. Can **orchestrate marketing campaigns** by **building personalized customer journeys** based on shopping behavior and preferences.

IMPROVED SERVICE EXPERIENCE

The service experience has been improved by using only one system: requests handled much more efficiently via multiple channels, saving time & effort.



EFFICIENT USE OF TIME

Decreased time spent generating reports & analytics.

COMPLETE VIEW OF CUSTOMER

360 view of the consumer across Commerce, Service, Marketing, and OMS.

RESULTS

Improved Customer Experience

MEANINGFUL GROWTH

30% growth in business and increased customer base without increased headcount.



IMPROVED SERVICE

Agents have a better experience within the company.

ENHANCED TRAINING

Reduced onboarding time for new agents.

TESTIMONIALS

Our Work Through The Eyes Of Our Clients

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"OSF were the only ones that had the at-the-ready ability to migrate information from Salesforce OMS and Commerce Cloud into Service Cloud. It also has the benefit of a great ticketing system to make it easy for our customer service agents to help our customers. This reduced our implementation costs and improved our implementation speed."

Keith Campbell

Vice President, Operations
The Life is Good Company

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THANK YOU

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