

KEEP CUSTOMERS CLOSE WITH BACK-IN-STOCK NOTIFICATIONS

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| an OSF Product

Back in Stock

Enable Back in Stock Notifications

Out-of-stock items generate disappointment and frustrating shopping experiences. They can lead to lost sales and revenue and damage customer engagement. However, running out of popular items doesn't necessarily mean the end of the customer journey.

Back in Stock for Salesforce Commerce Cloud lets customers opt in to alerts for items that are temporarily unavailable. This is a safe way for you to manage stockouts, while keeping shoppers close to your ecommerce store.



Back in Stock

BUY NOW



PLATFORM: **Salesforce Commerce Cloud**

CONTACT: **contact@osf.digital**



LIVE
Demo



FREE
Trial



CUSTOMIZATION
Services Available



SFRA
Certified

SCHEDULE A LIVE DEMO

FEATURES & BENEFITS

BUILT FOR SALESFORCE COMMERCE CLOUD

Back in Stock extends and enhances the Salesforce Commerce Cloud platform with a customer alert capability. Back in Stock is compatible with **Storefront Reference Architecture (SFRA)**—Salesforce Commerce Cloud's customization model and blueprint for site design.

INTEGRATED WITH SALESFORCE MARKETING CLOUD

Back in Stock easily integrates with **Salesforce Marketing Cloud**. With this integration, automated email alerts can be sent directly from the SFMC platform.

AUTOMATED EMAILS

The back-in-stock alerts are **sent automatically**, so that customers are driven back to your Salesforce Commerce Cloud-based website when specific products are restocked.

OPTIMAL USER EXPERIENCE

In the case of unavailable items, shoppers can easily subscribe to back-in-stock email alerts using the **Notify me** button on the product description page.

BUNDLED NOTIFICATIONS

If customers opt in to back-in-stock notifications for multiple products, they receive a single email that includes **all updates**. In this way, you keep communication relevant.

REPORTING ANALYTICS

You can gain insight into your shoppers' behavior while **measuring the effectiveness** of your back-in-stock notification system by analyzing customer interactions with notifications and the number of alerts your customers get. Generate reports to see the status of every subscription (active or inactive) and store them in one of the three storage types available.

WISHLIST INTEGRATION

Your customers are automatically informed if an out-of-stock product already on their wishlist comes back in stock.

NOTIFICATION THRESHOLD

To **avoid sending the same back-in-stock notification** to 20 customers when you only have 5 items in stock, set a product threshold. Make sure that returning customers have a real chance of purchasing their wanted items.

LIMITED STOCK NOTICE

Show your customers when a product is low in stock with a clear notification on the storefront. As a merchant, it's your choice as to what limited stock means for your product. Is it 5, 10, or 30 items? Set your preferred number and let customers know when they should hurry to buy.

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Let's keep in touch!

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