

OSF | DIGITAL

next D2C
| an OSF Digital solution

NURTURE YOUR BRAND AND UNLOCK NEW MARKETS

Launch your own direct-to-consumer ecommerce store in just 5 weeks with Next D2C



WHY SHOULD YOU CARE ABOUT LAUNCHING YOUR DIRECT-TO-CONSUMER CHANNEL?



99% of consumer goods leaders are investing in DTC online sales.

Consumer expectations have never been higher. If working through an intermediary is no longer enough for your packaged goods, clothing, food and beverage, automobile, or electronics business, consider expanding your sales channels with Next D2C.

Build your own direct-to-consumer ecommerce store to unlock first-party data, build relationships with consumers, and capture insights that help you refine your multichannel strategy.

WHAT'S IN IT FOR YOU?

Benefits

If you are thinking about adopting a D2C strategy and want to go to market quickly there's no better solution than our Next D2C for Salesforce B2B2C, which helps you launch your own online direct-to-consumer ecommerce store in a short time.

Open a new revenue stream to expand your commercial strategy

Remove barriers created by middlemen

Gain full control over your brand, reputation, marketing, and sales tactics

Directly engage with your customers and better predict future purchases

Collect relevant data about your customers to learn how to improve their experience

Increase customer lifetime value with improved customer relations and a frictionless customer journey

HOW DO YOU GET STARTED?

Next D2C

Next D2C is a multicloud solution, based on the reliable Salesforce B2B2C architecture, that empowers brands to experiment with an online direct-to-consumer store.

If working through an intermediary is no longer enough for your packaged goods, clothing, food and beverage, automobile, or electronics business, consider expanding your sales channels with Next D2C. Build your own direct-to-consumer ecommerce store to unlock first-party data, build relationships with consumers, and capture insights that help you refine your multichannel strategy.



SOLUTION OVERVIEW

Launch your own direct-to-consumer ecommerce store in just 5 weeks

Salesforce B2B2C Platform Features

- Einstein recommendations
- Product and pricing management
- Essential order management
- Simple guest browser
- Content management
- Simple site search
- Simple cart and checkout

Next D2C Features

- Basic consumer journeys
- Customer-ready theme
- Custom component content management
- Order history
- Wishlists
- Improved site search
- Transactional emails
- Improved cart and checkout
- Responsive mobile designs
- Guided navigation
- Salesforce payment
- Tax support
- Improved guest browser
- Simple shipping flow

Extra Features Added

- Shipping integration
- Product ratings and reviews
- Compatibility with Experience Builder theme settings
- Einstein component responsiveness in mobile resolutions
- Stock information on PDP and PLP

SOLUTION FEATURES

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- One site (one brand)
 - Basic consumer journeys
 - Enhanced home page with multiple sections
 - Content management
 - Product management
 - Essential order management
 - Merchandizing and marketing tools
 - Site search
 - Transactional emails
 - Flat-file sync for catalog, price list, orders, inventory
 - One country (one language/ one currency)
 - Pricing management
 - Cart and checkout
 - Responsive mobile designs
 - Guided navigation
 - Einstein (AI-powered personalization)
 - Salesforce payment
 - Search engine optimization (SEO)
 - Tax support

Preparation Workshop

Following best practices, we start with a preparation workshop to discuss your strategy for launching your online shop.

UI Theme

We align to your brand by providing several options for your color scheme and templates. We also help you set up transactional emails and upload your content.

Product Catalog

Provide OSF with the required product details and we'll handle setting up your online product catalog and category hierarchy.

Order Management Process

We provide order management training so that your customer service and warehouse teams are ready to smoothly handle orders.

Analytics, Payments, Taxes, Shipping Methods

Don't waste time researching the right solutions for local markets—we'll recommend and set up the best local tax, payment, and shipping solutions for your business.

STOREFRONT AS A SERVICE PACKAGE

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Shop Improvement

After the basic set up of your new online shop, we continually improve it by updating the homepage, navigation, and adding or modifying static pages.

Content and Merchandising Updates

We take your merchandising efforts to the next level through further enhancements to your category pages, continuous price, and inventory upkeep, as well as site-search maintenance.

Digital Ads Management

Reach higher ROI with branded search and shopping ads on Google and Facebook.

Products, Inventory, and Promotion Maintenance

Rely on OSF's expertise to manage rules and combinations, as well as maintenance of promotional marketing assets.

Order Monitoring and Support

We take care of your order exceptions, reversals, and cancellations.

INTEGRATIONS

Included

- ✓ SFCC: SOM (out of the box, configuration)
- ✓ SOM: Payment Gateway with AppExchange package

Not Included

- ✗ Fulfilment center Integration (WMS/POS)
- ✗ Financial System Integration (ERP)
- ✗ Legacy Orders Import
- ✗ Tax Provider

Out-of-the-box Features

- Order search and inquiry
- Non-financial order modifications, such as shipping address changes
- Process exception handling
- Customer search
- Role-based functions
- Order notes
- Customer notes

Fulfilment Options

- Ship from warehouse (1-3 locations)

Configurations

- SOM Configuration and Master Data
- Setup process and allocation flow for ship to home from warehouse
- Setup returns (immediate refund and RMA) & cancellations handled from SF OMS using OOTB flows
- Setup discounts for promotional match, appeasements, or other credits before or after fulfilment using OOTB UI flows

HOW LONG UNTIL YOU START SELLING ONLINE?

Online Shop Development Timeline

Solution Install

Get your consumer goods online store up and running and start selling direct to consumers.

Solution Features

Benefit from consumer goods-specific website features, starting on **DAY 1 AFTER LAUNCHING.**

Evolve The Solution

Start implementing new features, leveraging customer feedback.



WHY CHOOSE NEXT D2C TO OPEN A DIRECT-TO-CONSUMER CHANNEL?



Go to market fast

In just 5 weeks, you can have your own direct-to-consumer channel up and running.



Build on top of a robust architecture

B2B2C Commerce enables you to quickly launch a connected D2C experience. With B2B2C Commerce, you can deliver a quick time to value, drive intelligent insights, and unify your operations across B2B, B2C and OM while connecting your customer journey from marketing to sales to commerce and service.



Experiment with a new revenue channel

Expand your commercial strategy by unlocking first-party data. Build relationships with consumers, and capture insights that help you refine your approach.

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THANK YOU!

Schedule a Live Demo with one of our experts at contact@osf.digital or by filling in the form on our website.

