



Helping an e-commerce company digitally transform customer contact operations

Operate | Salesforce DevOps & Application Management Services

The challenge

Our client is an e-commerce company operating in the Netherlands and surrounding countries.

Customer contact operations had become increasingly digital, prompting them to pursue a cloud-focused strategy to become more agile, cost-efficient, and competitive. They wanted to transform their ways of working to digitally transform and future-proof their commercial strategy using Salesforce technology.

Our solution

We provide end-to-end Salesforce solution advisory, design, engineering, and next-generation managed services (otherwise known as [Operate services](#)) for the client. This includes Salesforce customer relationship management across sales, quoting, customer service, order, fulfilment, and business-to-business (B2B) portal domains. Ongoing operations are delivered through a DevOps approach. Flexible Deloitte resource pools of specialist skills are scaled up or down as needed.

Additionally, we run the client's platform operations through ongoing Application Management Services. Retailers and customers are now fully integrated into company logistics processes.

Our team also implemented a new, custom platform & mobile application to increase productivity for client's frontline workforce. On a day to day basis, the frontline workforce are supported in their operations through a single app. The Deloitte team continues to manage, maintain and innovate the platform.


The outcomes

New business and market potential for the client and its customers

- ✓ We enable continuous digital development for innovation to test new customer propositions, built on the concept of omnichannel interactions.
- ✓ Created and now maintain a digital platform with harmonized commercial processes and greater efficiency for future cost savings.
- ✓ The new digital platform improves go-to-market speed for launching new initiatives and increases customer revenue.

More control of data and compliance regulations

- ✓ Provide a single source of truth for commercial processes and information across the client's different business workflows, helping them adhere to compliance regulations and data control.



Improved go-to-market speed for new initiatives and enhanced revenue.