



Navigating the complexities of online B2C or B2B commerce calls for reliable digital solutions that can streamline operations seamlessly across various platforms.

Salesforce Commerce Cloud enables companies and brands to navigate the complexities of B2C or B2B commerce by providing a composable and headless solution. This gives your online store access to advanced AI capabilities and a user-friendly interface. With Commerce Cloud, you deliver personalised shopping experiences, optimise sales strategies and foster long-term customer relationships. It bridges the gap between customer expectations and operational challenges.

With its focus on scalability, flexibility and innovation, Salesforce Commerce Cloud allows brands or B2B businesses to adapt to the ever-changing demands of the digital marketplace.

As a Salesforce partner, Swisscom designs, builds and integrates Commerce Cloud for extended sales across all channels.

Benefits of Salesforce Commerce Cloud

A composable and scalable architecture	The highly scalable and robust platform gives you the option to adapt to fluctuations in demand and easily expand your business. We implement a flexible, composable architecture to customise and extend your digital storefronts in line with your commerce strategies and market trends.	✓
Omnichannel capabilities	With its headless approach, you gain access to robust omnichannel functionalities that standardise customer experiences across different touchpoints. We create online storefronts, mobile applications and physical stores using the same commerce engine.	✓
Personalisation and AI-driven insights	Embedded artificial intelligence can be leveraged to offer personalised shopping experiences tailored to individual preferences and behaviours. We help you to analyse customer data in real time, anticipate consumer needs and optimise product recommendations to boost sales.	✓
Advanced functionalities for a better conversion rate	Using catalogue management, you can organise and present your products and services in a regionalised, multi-store framework. Increase your conversion rate with dynamic promotions and run targeted, personalised marketing campaigns for a better conversion rate.	✓
Improved fulfilment processes and back-end operations	We deploy a sophisticated order management system (OMS) to improve end-to-end order fulfilment processes and operational efficiency. From order entry to inventory management and shipping logistics, this integration provides centralised control and visibility.	✓



Salesforce Commerce Cloud capabilities



Omnichannel
Commerce



Advanced Catalog
Management



Personalized Pricing &
Promotion



B2C, D2C or B2B
Journeys



Order Management
System (OMS)



ERP, CRM and Third-
Party Integration



Analytics &
Reporting

Facts & figures

Getting started

Our basic services package includes essential integration offerings to kickstart your Salesforce Commerce Cloud implementation.

Basic services

- Initial consultation and needs assessment
- Commerce Cloud setup and configuration
- Basic theme customisation and branding
- Product data migration and digital asset integration
- Payment gateway and checkout integration
- User training and onboarding
- Basic SEO setup and optimisation

Boost your digital commerce

Enhance your Salesforce Commerce Cloud Store with our optional services.

Options

- Creative design work for visual appeal
- Omnichannel storefront integration (web, mobile, social)
- Advanced product display customisation
- Dynamic pricing and promotions setup
- CRM and customer data integration
- Advanced payment methods implementation
- A/B testing and conversion rate optimisation

Complete your ecosystem

Take your Salesforce Commerce Cloud Store to the next level with our supplementary services.

Supplementary services

- AI-driven recommendations and marketing automation setup
- Loyalty programme integration and management
- Multi-store and multi-language store configuration
- Integration of subscription models
- Integration with order fulfilment and inventory systems (OMS)
- Enhanced analytics and reporting dashboard design

For more information and to get in touch with our experts, visit: <https://swisscom.ch/salesforce>