quadrafort

Consumer Products

A fortune 500 company into the sales of pet foods streamlines its marketing communication by virtue of Salesforce marketing cloud.

Value Creation Modules

Intuitive and Integrated E-com Portal
E-com portal for dogs and cat foods backed by contemporary technology stack and security

Customer Facing Application
Customer facing application for end-to-end order management.

Application For Partners
Custom PWA applications for order management, with logistics tracking and profiling

Loyalty Management
Coupon management and redemption process automated using Salesforce marketing cloud.

Marketing Automation
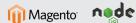SMS and Email campaign management along with defined customer journeys.

Personas

- Sales Team
- Service Team
- Marketing Team
- Doctors
- Consumers

Products & Technologies Used

salesforce marketing cloud   Magento   node js

React   aws

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INDUSTRY

Consumer Products

CHALLENGES

- Lack of an intuitive website and commerce portal.
- No visibility into customer demographics
- Lack of targeted marketing for the customer segments
- Not able to maintain customer segregations
- Lack of visibility into partner business
- Lack of visibility into the doctor referrals.
- Operational glitches to manual order processing

SOLUTION

- Unified view of customer with complete demographic details trapped through various social media channels
- Targeted campaigns using marketing cloud
- Automated customer journeys.
- Branded partner portal for complete visibility into channel business
- Branded customer application to drive loyalty and better profiling.
- Drillable reports and dashboards with defined KPIs
- Data driven loyalty management program

BENEFITS

- Increased sales, and higher churn ratio.
- Unified marketing.
- 360-degree view of customer.
- Increased partner and customer satisfaction
- Increased customer loyalty
- Reduced marketing expenditure
- Enhanced brand visibility.
- Increased online sales.
- Better control over customer data and profile
- Better control over business health by virtue of the real time reports.
- Reduced order lead time
- Reduced operational glitches.