

FOREFRONT



ForeFront D2C Ecommerce

ForeFront expertise and Salesforce technologies offer B2B companies the ability to create sophisticated, effective direct-to-consumer buying experiences.

Why should you offer a direct-to-consumer (D2C) sales channel? Because that's what your customers want. Today, according to Salesforce research, 64% of consumers regularly buy direct from a brand – up from just 49% in 2019.

The benefits are significant: Going direct-to-consumer drives growth, increases revenue, reduces costs, transforms your purchasing experience, and gives you first-party data on your customers.

But few B2B-focused companies have the resources, consumer experience or D2C expertise to successfully implement an effective solution. And the complex integrations between commerce, CPQ, order management and customer relationship management (CRM) applications exceed the capabilities of most IT teams.

Plus, experience shows us that making the move to D2C requires a fundamental shift from the B2B mindset, a team of ecommerce experts and a powerful ecommerce toolset.

ForeFront D2C Ecommerce enables and guides the necessary strategic, organizational and operational changes. It makes the critical connections between systems. It builds processes that ensure price, product and inventory data is always correct and current. And it provides technologies that deliver seamless, personalized buying experiences and enable a customer-centric approach to ecommerce.

With ForeFront D2C Ecommerce, you get...

- A powerful consumer-centric platform across multiple Salesforce clouds.
- A clean, simple user interface that drives sales.
- The ability to collect and unify data from every customer touchpoint.
- A single, central data structure to ensure all your data is current and correct across your organization.
- The ability to personalize offers, product assortments and promotions.
- Integration with Logik.io to enable customer self-service configuration.





In addition, our **Concierge Commerce Accelerator** enables an asset-centric approach that gives you the ability to offer each customer...

- Asset-based replacement parts catalogs
- Detailed asset histories and case histories
- Complete asset information, including purchase documents and manuals
- Detailed warranty information, including claims and registration

Are you ready to create an exceptional D2C buying experience? **Get the capabilities you need now with ForeFront D2C Ecommerce.**

ForeFront delivers: Automotive aftermarket manufacturer

A manufacturer of truck caps and tonneau covers set out to implement a dealer-focused ecommerce hub, but in mid-project its vision changed, and it also built a consumer experience using B2B commerce tools. The result: two solutions with significant functionality issues.

The company identified multiple needs: a true direct-to-consumer (D2C) buying experience, improved inventory visibility, better customer communications (no email or calls), an upgraded post-checkout experience, and a better dealer-focused ecommerce hub.

ForeFront created an D2C journey that enables consumers to select tonneau covers, allows customers to configure truck caps online, and then connects the customer with a dealer. These leads are delivered to dealers via a new hub, and the sale is completed with the dealer.

The integrated solution, built with Salesforce D2C, Salesforce Commerce Cloud and Salesforce Experience Cloud (plus ThreeKit configuration tools), delivers a sophisticated customer buying experience and an improved dealer experience, as well as upgraded order management, inventory management and customer interaction.



**D2C is an
incredible
opportunity
to establish
the type of
relationship
consumers want.**

Get more information.

To learn more about **ForeFront D2C Ecommerce**, contact:



Chris Cook

VP, Global Sales & Manufacturing Practice
ccook@forefrontcorp.com
412-849-8269



Brian McCray

VP, Salesforce Practice (B2B/CPO)
bmccray@forefrontcorp.com
732-768-5103



Jobey Knapton

Account Executive
jknapton@forefrontcorp.com
304-919-1464



Tom Crincoli

Account Executive
tcrincoli@forefrontcorp.com
732-779-7464

Salesforce Expertise and Integration Excellence

ForeFront is a global systems integration firm that provides a broad range of solutions utilizing the Salesforce Automotive Cloud, Manufacturing Cloud, Revenue Cloud, Service Cloud, Commerce Cloud and Experience Cloud.

Our strong experience and deep knowledge of the Salesforce multi-cloud platforms give us the ability to solve complex challenges in the manufacturing, automotive, energy, healthcare/ life sciences, consumer packaged goods, media and technology/software industries.

With offices across the United States and Europe, we work every day to keep our market-leading client companies at *the forefront*.

To learn more about our services, go to

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