How one retailer will save $330,000 in licensing fees and increased revenue by switching to a native Post-Purchase vendor

Intro

Zenkraft recently engaged with a customer moving from a non-native provider of post-purchase solution and EDD data. Their primary goal wasn't actually to save money on licensing and increase revenue, it was to give them more control over the post-purchase experience as part of their upgrade from SiteGenesis to SFRA.

The Challenge

- The retailer used Salesforce Commerce Cloud and Oracle Responsys as their email marketing tool. Responsys was partially integrated with Commerce Cloud but didn't allow shipment tracking emails.
- Each time the retailer made a change to their site menu, or made changes to their header e.g. for holiday season, their third party tracking system became out-of-sync.
- Each time they wanted to change their tracking page, they incurred a costly professional services fee to make the change.
- The tracking page was hosted on a subdomain of the vendors site. Often consumers got confused as to why they were being sent to a different domain.

The Solution

- The retailer installed the Zenkraft Cartridge into their sandbox to test out before committing to purchase.
- The Zenkraft solution supports SiteGenesis and SFRA so they were able to test the solution even before they migrated to SFRA.
- The Zenkraft solution is built in ISML (the standard markup language) which their SFCC developers are familiar with.
- Zenkraft's carrier certified solution gives the retailer confidence on how stable the solution was.

The Results

- The Commerce Cloud developers were much happier - they were now in control of their tracking page and could make changes 3x faster.
- Marketing was much happier because they could use Content Slots to experiment with Einstein recommendations and other promotions on the tracking page.
- The CFO was happier because he got a 75% haircut on his annual spend on post-purchase.
- The security team was much happier because Zenkraft is not a subprocessor of the shipping data and there is one less vendor handling their PII data.
- The retailer also saw an uplift in revenue generated from the tracking page due to Einstein Recommendations vs. static images which are often not relevant to the purchase.
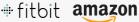
Next Steps

- In 2020 the retailer plans to roll out the Zenkraft solution in Europe with carriers DPD, Royal Mail and La Poste.
- In 2021 the retailer plans to roll out in Asia with Sagawa in Japan, SF Express in China and Startrack in Australia.

About Zenkraft

- 35,000+ Happy Users
- 200+ 5* Reviews on AppX
- Globally certified with carriers

Clients Include

50+ carriers supported

Next Steps

Schedule Demo:
zenkraft.com/schedule
sales@zenkraft.com