

OSF | DIGITAL



GAINING A 360° VIEW OF CUSTOMERS

Use customer desires to direct the business strategy

BURTON'S BUSINESS CHALLENGES

Burton's business has changed over the years, from almost exclusively wholesale, to a 60%/40% mix of wholesale and DTC, but its systems have not evolved with it. Burton's executive team view the less-developed DTC side as a significant growth opportunity at this stage of the company's lifecycle. The company launched their digital transformation to meet these business needs:

1

Set up efficient service processes

Burton wanted processes that would evolve with this new, Customer 360, multi-cloud approach to the business.

2

Nurture DTC relationships

Burton sees great value in the DTC side of their business—not only for the revenue it contributes, but also for the customer data that Burton can use to guide manufacturing, product development, wholesaling, fulfillment, [ecommerce](#), physical retail, and all its marketing efforts.

3

Unify the view of customer data

The company sought to achieve Customer 360 by obtaining a 360° view of the consumer across all their systems, including commerce, service and marketing.

4

Navigate through changes

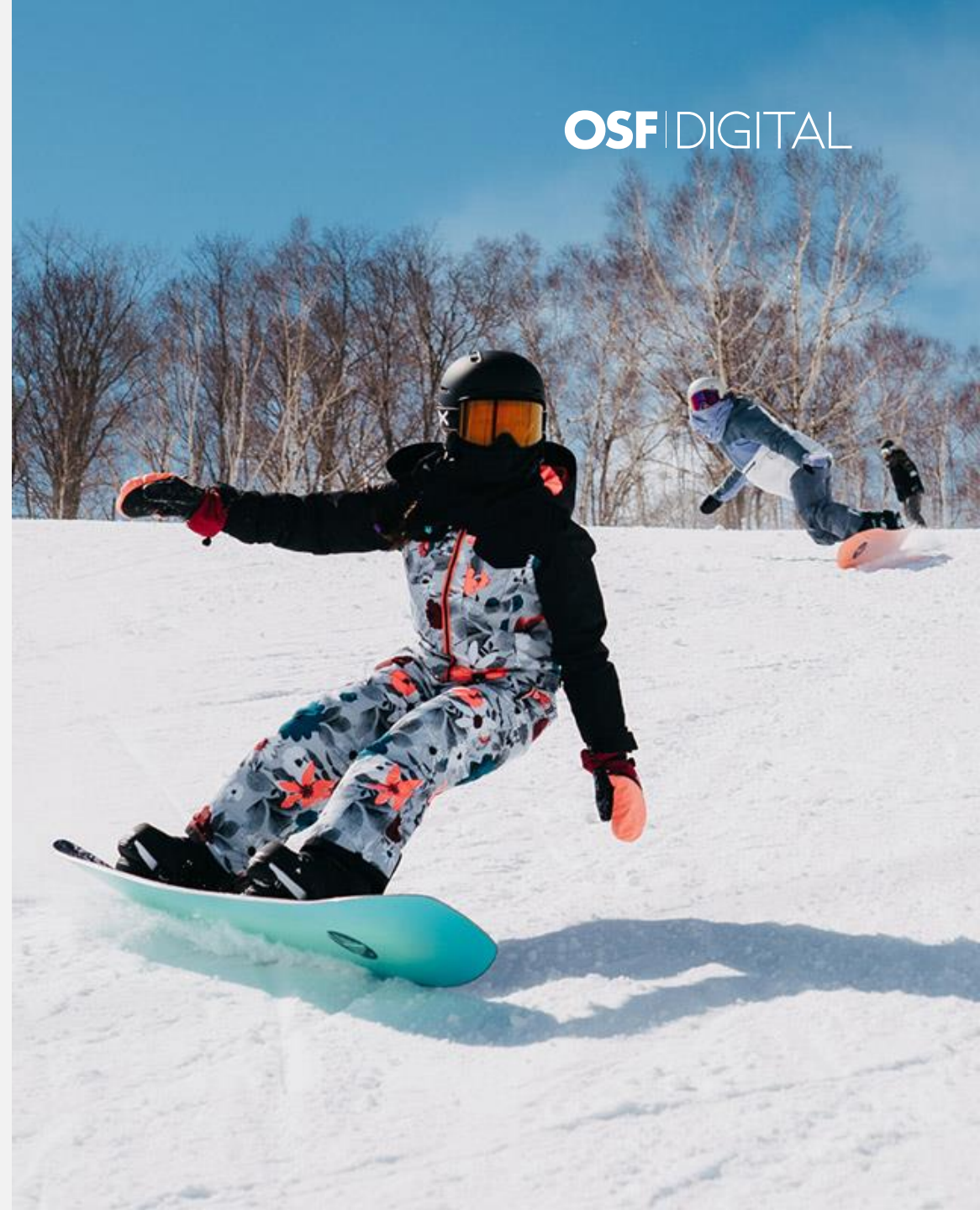
The primary reason for Burton's digital transformation is to become a consumer-centric, digital-first retailer of the future with insight into who their consumers are and how they interact with Burton to build for the future.



ABOUT BURTON



Burton Snowboards manufactures and provides snowboarding gear, apparel, and related products for men, women, and youth. It offers snowboards, boots, bindings, and tools and accessories. Burton also provides backpacks, shoulder bags, travel bags and luggage, snowboarding gear bags, and specialty bags. The company is privately-held and based in Burlington, Vermont. Burton markets their products through their own stores, partners' stores, online dealers, and their online shops in North America, Japan and Europe.



BURTON'S BUSINESS GOALS

OSF | DIGITAL

As an existing Salesforce customer, Burton was looking to add and integrate more systems with its Commerce Cloud platform to benefit from a multi-cloud approach to their business and build a roadmap for their commerce future.



Deliver a more **sophisticated and customer-driven service experience across a variety of channels**, that can track all info in one place, such as support cases coming from different channels.

Create more **personalized messaging and journeys** for customers and optimize marketing campaigns to the target audience.

Burton was using Commerce Cloud and **wanted to connect** it to Service, Marketing, and Experience Clouds.

Create a **knowledge hub for their customers**, where they could find answers to questions to help them make better product selections. Experience Cloud was chosen as a mechanism for Burton's knowledge hub.

OSF'S CUSTOMER 360 SOLUTION

OSF | DIGITAL



Enhanced the customer service experience by integrating Service, Commerce, Marketing and Experience Clouds.



Warranty management updates were streamlined globally for North America, Europe and APAC and are being pushed to Service Cloud. Order-on-behalf capabilities were enabled for registered and guest customers.



Created a knowledge hub, called Discover, for customers to find answers to their questions and help them select the best products for their needs.



OSF'S CUSTOMER 360 SOLUTION

OSF | DIGITAL



The project involved the design, technical solution, and implementation of Salesforce Service, Marketing, and Experience Clouds.

zendesk

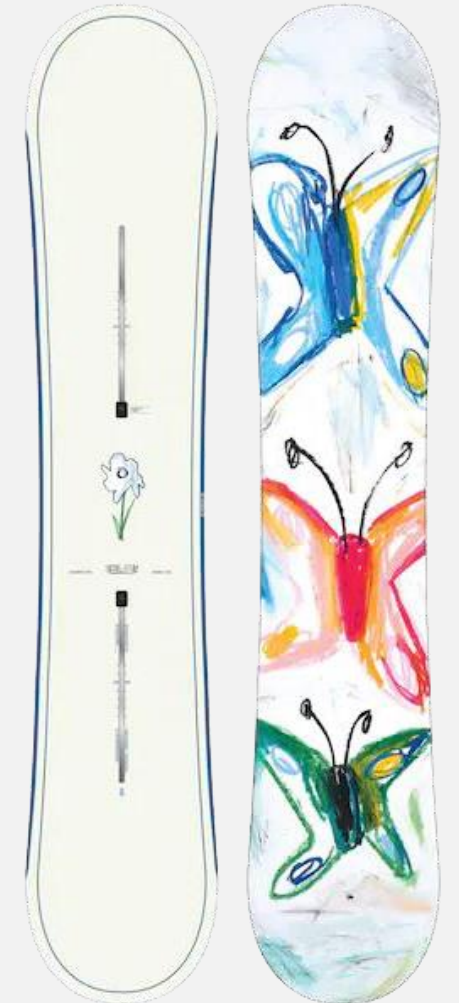


OSF re-platformed Burton from Zendesk Ticketing to Salesforce Service Cloud as the core CRM platform. We also re-platformed the phone system to Five9 and integrated it with Service Cloud.

SAILTHRU



We re-platformed Burton from Sailthru to Salesforce Marketing Cloud



OSF'S CUSTOMER 360 SOLUTION

OSF | DIGITAL



Newstore POS system was integrated with Service Cloud to provide visibility on in-store customers and their orders. In addition, cash and carry orders were associated with each Burton store within Service Cloud.



Integrated Clutch loyalty data from Commerce Cloud to Service Cloud, e.g., Loyalty card number, loyalty enrollment status

Set up a custom component in Service Cloud to quickly review detailed Loyalty information directly from Clutch

Integrated Clutch with Marketing Cloud for segmentation based on loyalty customer sign-ups



Narvar (via SAP) was integrated with Service Cloud to enable Burton to access order tracking URLs

OSF'S CUSTOMER 360 SOLUTION



Integrated Azure to enable single sign-on capabilities for Burton users across all Salesforce platforms as well as the Newstore POS system



Integrated Stella Connect so Burton can automatically send customer satisfaction surveys based on case closure, track responses and define corrective actions

attentive[®]

Implemented Attentive for SMS campaigns and integrated its data with Service Cloud (for US, Canada and the UK)

Lessonly

Implemented Lessonly so Burton's Guides (service agents) can receive personalized coaching and training within Service Cloud



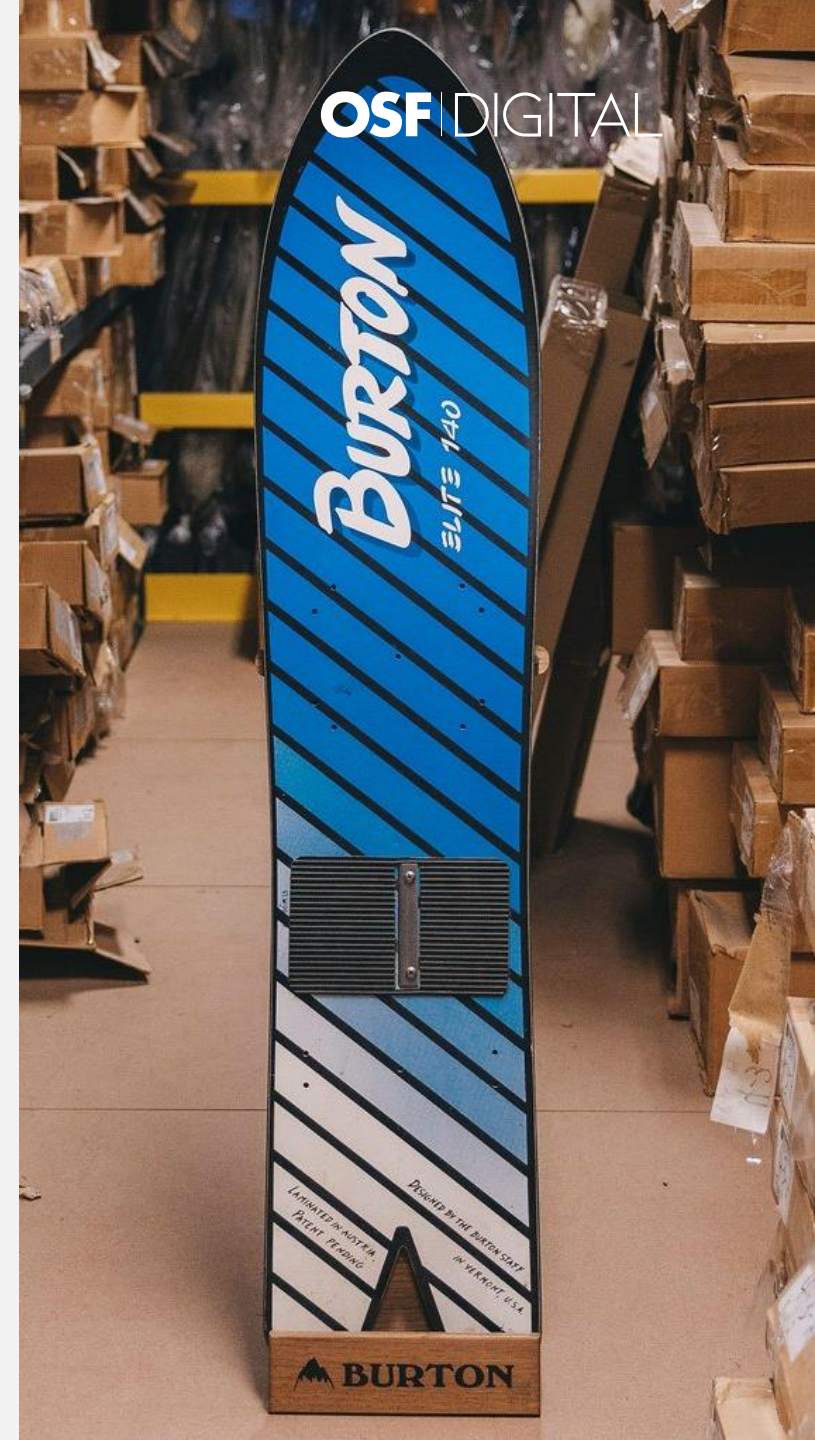
OSF'S CUSTOMER 360 SOLUTION



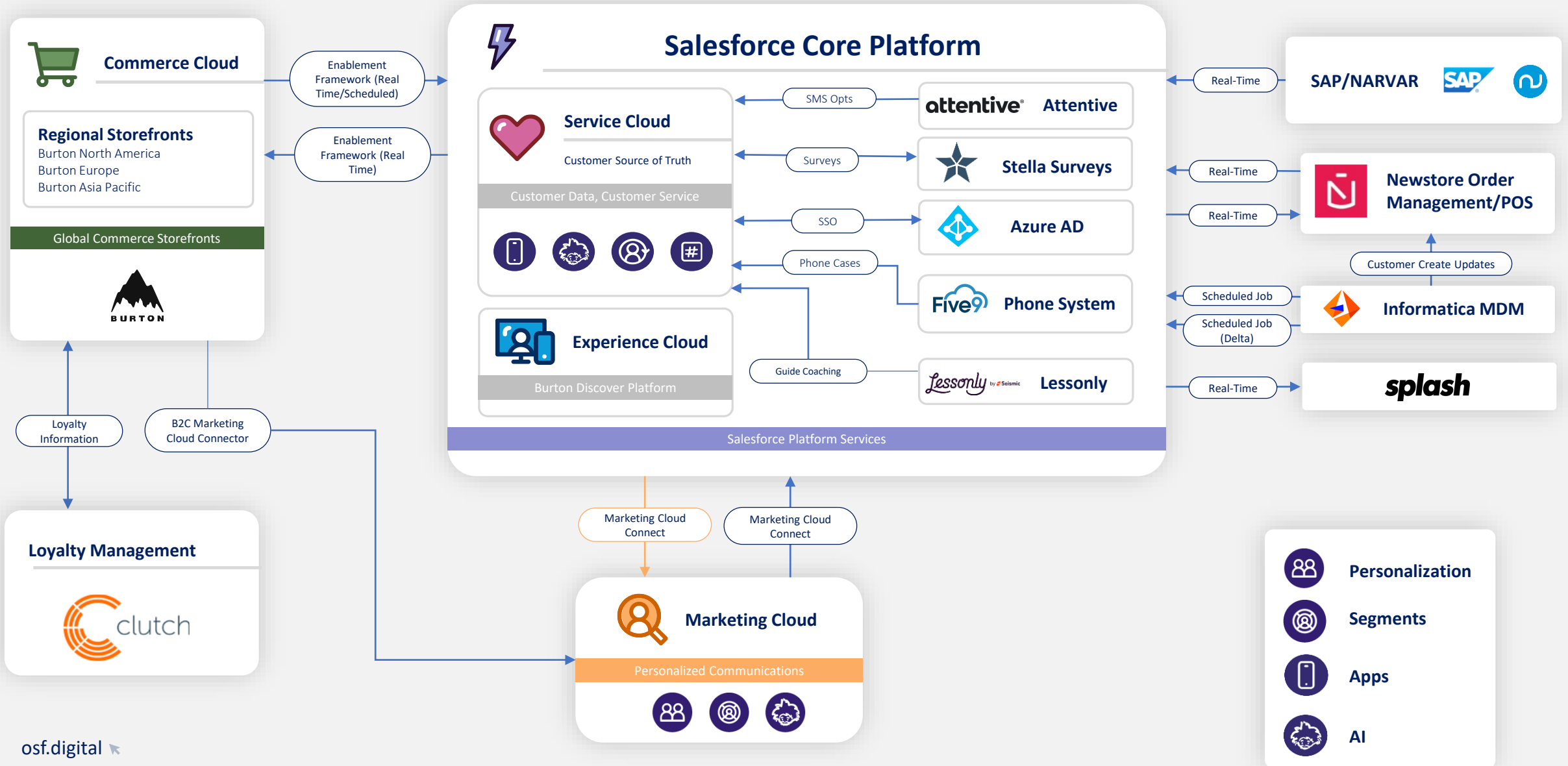
Integrated Informatica MDM with Salesforce Core to unify customer data and build a golden customer profile



Integrated Splash for event management to capture event attendee data in Service Cloud, with visibility in Marketing Cloud for event-specific journeys and personalization



DATA FLOW DIAGRAM | Burton Snowboards

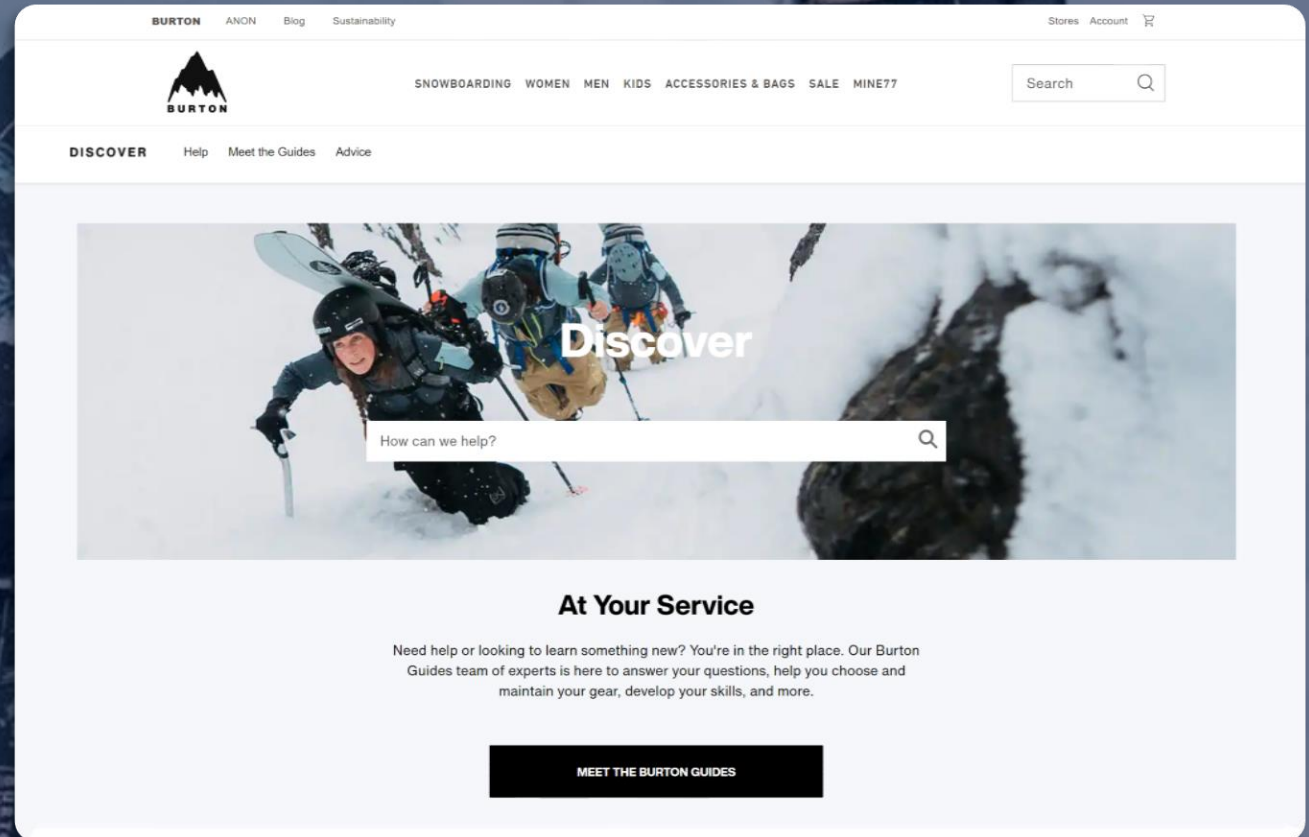


BURTON'S KNOWLEDGE CENTER

OSF | DIGITAL

The knowledge center, Discover, built on Salesforce Experience Cloud helps customers self serve and learn.

- Find answers to questions on orders, warranties, returns, shipping and more
- Find advice and information on snowboarding
- Connect with a Burton Guide for help



The screenshot displays the Burton Discover knowledge center interface. At the top, there is a navigation bar with the Burton logo and links for ANON, Blog, and Sustainability. On the right side of the navigation bar, there are links for Stores, Account, and a shopping cart icon. Below the navigation bar, there is a search bar with the text "Search" and a magnifying glass icon. The main content area features a large hero image of a snowboarder in a snowy environment. Overlaid on this image is the word "Discover" in a large, white, sans-serif font. Below the hero image, there is a search bar with the placeholder text "How can we help?" and a magnifying glass icon. Underneath the search bar, the heading "At Your Service" is displayed in a bold, black font. Below this heading, there is a paragraph of text: "Need help or looking to learn something new? You're in the right place. Our Burton Guides team of experts is here to answer your questions, help you choose and maintain your gear, develop your skills, and more." At the bottom of the page, there is a black button with the text "MEET THE BURTON GUIDES" in white, uppercase letters.

EXPANDED CASE MANAGEMENT FUNCTIONS

Added live chat and web support

Now offers case management through these channels: email, web, live chat and phone

Chat with an Expert

Chat — ✕

CHAT WITH A BURTON GUIDE.
To start, tell us about yourself.

*First Name *Last Name


Email


*Subject

*Chat Topic

Chat with a Burton Guide

Waiting to Chat — ✕

Hey Vincent!,




You're up next!
Connecting...

[Cancel Chat Request](#)

Admin O — ✕

Hi Vincent . Thanks for contacting Burton! You're chatting with Admin. How can I help you?

Admin O • 11:14 AM

Hello Admin, I need some help to pick right size for my snowboard shoes. Should I buy my regular sneakers size?
11:19 AM

We recommend you to choose 1 size up your regular shoes for more comfort.

Can I help you in any other way?

Admin O

Type your message...

Chat Ended — ✕

my snowboard snoes. Should I buy my regular sneakers size?
11:19 AM

We recommend you to choose 1 size up your regular shoes for more comfort.

Can I help you in any other way?

Admin O • 11:20 AM

Thanks a lot for your help. Have a great day
11:21 AM

Chat Ended by Agent

[Close Chat](#)

Save Transcript

DEEPER PERSONALIZATION



Optimizing Marketing Cloud so Burton can deliver personalized messaging, journeys and campaigns



Set up Email Studio for personalization



Set up behavioral triggers:

- Abandoned carts
- Abandoned browse



Set up journeys:

- Welcome journeys
- Newsletter subscription management
- Custom preference center



Set up business units for multiple regions in multiple languages for Marketing Cloud

- US & Canada: English, French
- Europe: English, French, German, Swedish, Austrian
- APAC: Japanese



Migrated all transactional emails (order confirmation emails, account creation, password reset) from Sailthru to Marketing Cloud

RESULTS

OSF | DIGITAL

Global service cases from 2020 to 2022: Burton has deflected web and phone cases, thanks to the Discover knowledge center. This frees up Guides to handle more email and chat cases — a preferred form of service for customers. And since Guides have Customer 360 data available in Service Cloud, they can quickly access the data needed to address customer needs.

-57.25%

less phone support cases managed

-9.93%

less web support cases managed

+69.72%

more email support cases managed

+11.22%

more live chat support cases managed

+38.48%

more total support cases managed

RESULTS

Thanks to OSF's Customer 360, multi-cloud integrations, Burton gained a 360° view of the consumer across commerce, service, and marketing, enabling them to:

1

Put their **customers first and use data** to understand what is propelling their journey with Burton.

2

Set the stage for more **personalized communications** with their customers, ensuring a closer relationship and greater customer loyalty.

3

Increase service team productivity by providing complete **customer profiles in a single location**, enabling them to resolve cases faster and more efficiently.

4

Deliver a more sophisticated **cross-channel and customer-driven service** experience.

5

Optimize and improve their processes and **start aligning their service processes globally**, based on a scalable solution.

6

Reduce the number of systems used, by having a single place of access for their customer service representatives.

7

Create more **upselling and cross-selling opportunities** by leveraging the unified customer view in Service Cloud and order-on-behalf capabilities

THE FUTURE

Burton Snowboards will continue to enhance and optimize its ecosystem with our support through our Growth and Evolutions Program (GEP) services in 2023.

These are among the roadmap projects:

Add post-purchase services through Qualtrics, which will eventually replace Stella



Enhance Newstore integration to create consent and newsletter management for in-store customers to sign up

Roll out global chatbot

Revamp warranty management

Build a configurable newsletter pop-up solution on either Marketing Cloud Personalization or a third-party technology

TESTIMONIAL

OSF | DIGITAL

We are evolving to be a consumer-centric, digital first, retailer of the future. To get there we needed to ensure that we were able to offer an enhanced consumer and brand experience in the digital space. That's why we engaged OSF for help with our complete digital transformation. Thanks to OSF's multi-cloud integrations, we are gaining a 360 view of the consumer across Commerce, Service, and Marketing, and we are putting our customers first, engaging with them in more personalized communications, and delivering a more sophisticated cross-channel and customer-driven service experience.

JOSEE LAROCQUE

Senior Vice President, Direct to Consumer & Digital Transformation
Burton Snowboards



OSF | DIGITAL



THANK YOU!