



OSF | DIGITAL © **CONTINENTE**

**CONTINENTE SCALES DIGITAL GROWTH
WITH AN INNOVATIVE GROCERY
ECOMMERCE SOLUTION**

ABOUT CONTINENTE

Leading Portuguese hypermarket retail chain

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#1 grocery business in terms of recognition

85% of Portuguese households have a Continente loyalty card

CONTINENTE IS A TOP BRAND IN PORTUGAL

[Continente](#) is a retail chain that's part of Sonae MC, the largest retailer in Portugal and a leading player in the Portuguese food retail market. Sonae MC covers multiple sub-brands in addition to grocery.

5000+ orders/day
Highly Promotional retail model

600+ brick-and-mortar stores
100k + visits/day

CONTINENTE
meu super

CONTINENTE
ONLINE



Dr. Well's

arenal

well's

 go natural

CONTINENTE'S CHALLENGES

Need a scalable and innovative ecommerce solution

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Continente's existing e-business platform wasn't flexible enough to meet the company's business needs and keep up with its growth.

The company wanted to establish a consistent digital system by unifying its tools and processes, and it needed a strategic partner to successfully replatform, deploy, support, and maintain its ecommerce program and replace the various existing solutions it had in place.



OSF'S SOLUTION

Implementation of a powerful and cutting-edge ecommerce solution

To help Continate reach its desired business and technical goals for scalability, stability, and web performance, we performed the following:

Enhanced the Salesforce Commerce Cloud platform to manage multiple brands and stores within a single site (with a shared login and basket).

Replaced Continate's legacy e-business platform and implemented a new, flexible and scalable Salesforce Commerce Cloud-based ecommerce solution.



commerce cloud



OSF'S SOLUTION

Delivering a fully integrated commerce ecosystem

OSF | DIGITAL

To help Continate reach its desired business and technical goals for scalability, stability, and web performance, we performed the following:

OSF Digital integrated Continate's brand-new Commerce Cloud platform with its existing Salesforce Service Cloud to empower the retailer to ramp up its customer service capabilities.



service cloud



OSF'S SOLUTION

Delivering a fully integrated commerce ecosystem

To establish a unified, consistent digital system, OSF Digital integrated a variety of third-party solutions and Contiente's existing back-end systems with the new ecommerce site:



PAYMENT



ADVERTISING



INSIGHTS



EMAIL MARKETING



CUSTOMER EXPERIENCE



OSF'S SOLUTION

Helping the retailer take full advantage of its new ecommerce solution

OSF Digital ensured that Contimente is well-positioned to leverage the capabilities of its new ecommerce solution by onboarding of the retailer's business and technical teams and educating them on Salesforce Commerce Cloud.



OSF'S SOLUTION

Taking a grocery-specific approach to ecommerce

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Designed and co-innovated with
Continente the implementation of a
variety of grocery features not
available in Salesforce Commerce
Cloud (SFRA and base platform)



OSF'S SOLUTION

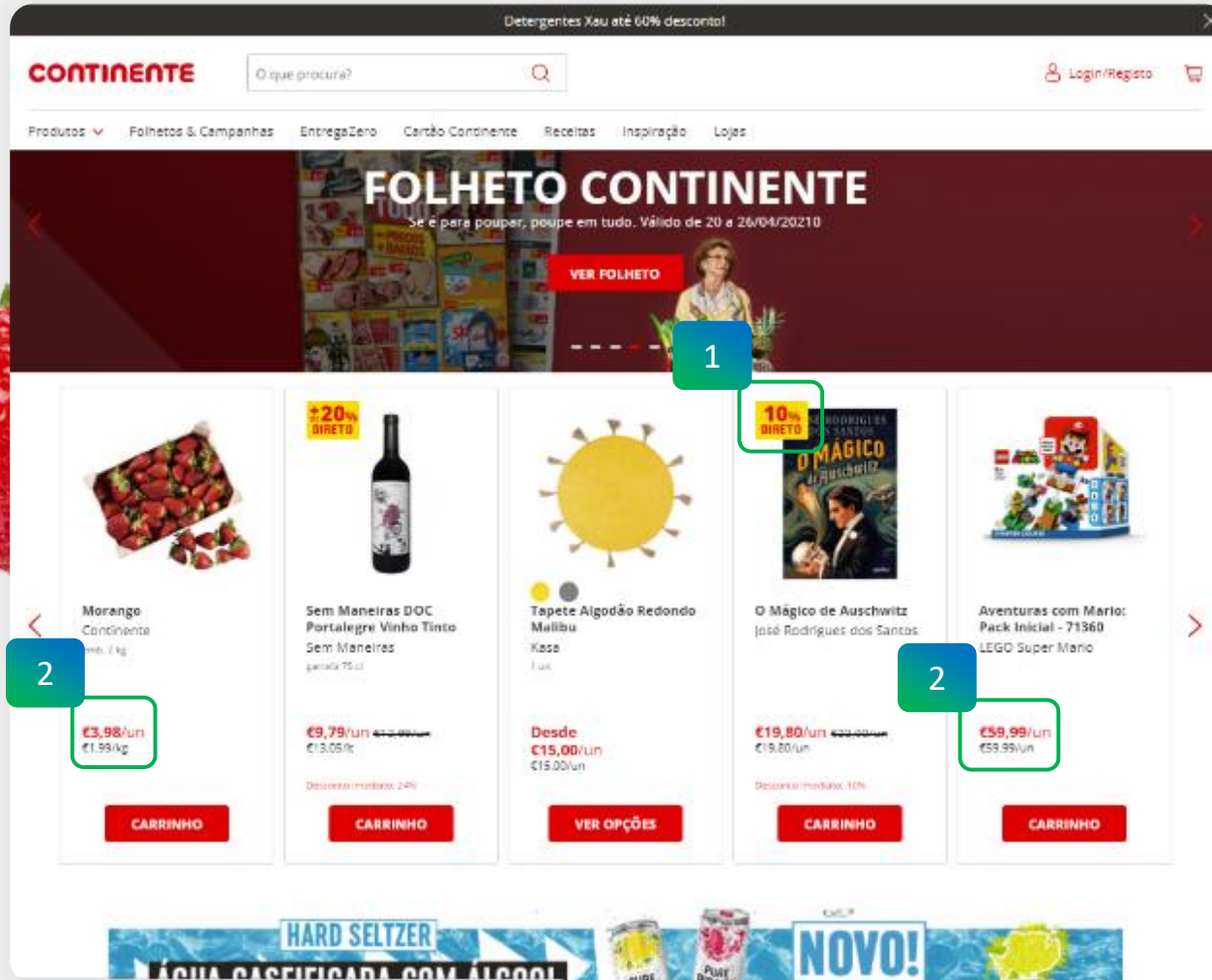
Grocery-specific features: Homepage

1

Promotional badges to highlight products with specific promotions (e.g., 25% off)

2

Showing the price by capacity (e.g., price per Kg)



OSF'S SOLUTION

Grocery-specific features: PDP

3

Promotional badges highlight products with specific promotions (e.g., 25% off)

4

Switch between Kg and Units

5

Promotional period information to show the timeframe for when the discount is valid (legal requirement)

The screenshot shows the product page for 'Melo Galia Brasil Inteira' on the Continente website. The page features a search bar at the top, a navigation menu, and a product card. The product card displays the product name, brand, and price. A promotional badge indicates a 25% discount. A quantity selector allows switching between kg and units. A promotional period banner is visible at the bottom of the product card. The page also includes a 'Características' section with tabs for 'Benefícios e Recomendações' and 'Informação Adicional'. The 'Descrição Longa' section provides detailed information about the product, including its nutritional value and origin.

3

4

5

25% DIRETO

€1,49/kg €1,99/kg

€1,94/un

Desconto imediato: 25%

Quantidade mínima: 1kg

1,30 kg

kg un

Desfrute sem culpa! Apesar de doce, é um fruto de baixo valor energético, rico em fibra e com um baixo teor de açúcares.

Promoção válida de 22-4-2021 a 26-4-2021

Características

Benefícios e Recomendações

Informação Adicional

Descrição Longa:
Doce, aromática, macia, hidratante, saciante... A meloa tem tantas qualidades que despertam o paladar! Este fruto não precisa de incentivos para fazer dele um dos frutos que mais apetece saborear em tempo de calor. Existem inúmeras variedades de meloa, com cascas de diferentes cores e texturas e polpas mais firmes e macias, que vão do branco-esverdeado até ao laranja. Experimente a nossa meloa Galia Doce e sumarenta é ideal para comer à colher.

Informação Nutricional:
Valores médios por 100g: 29kcal, Hidratos de carbono 4,2g, dos quais açúcares 4,2g; Fibra 0,9g; Proteína 0,6g

Origem:
Brasil

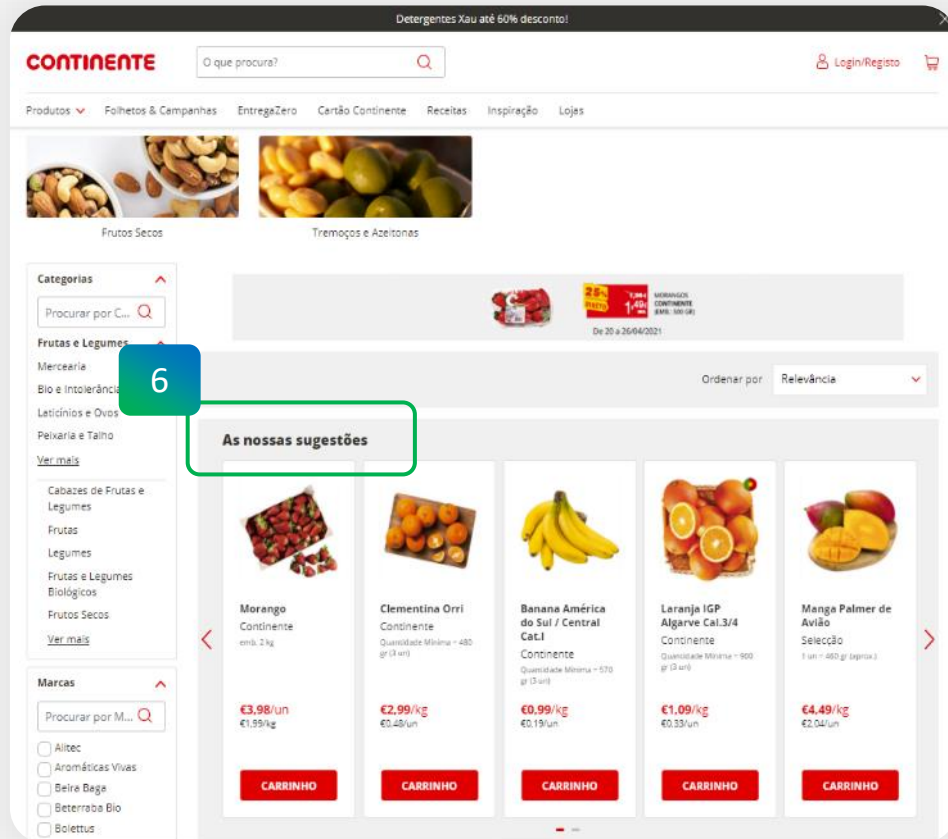
Tipo de produto:
Produto preparado e pesado no dia da entrega.

OSF'S SOLUTION

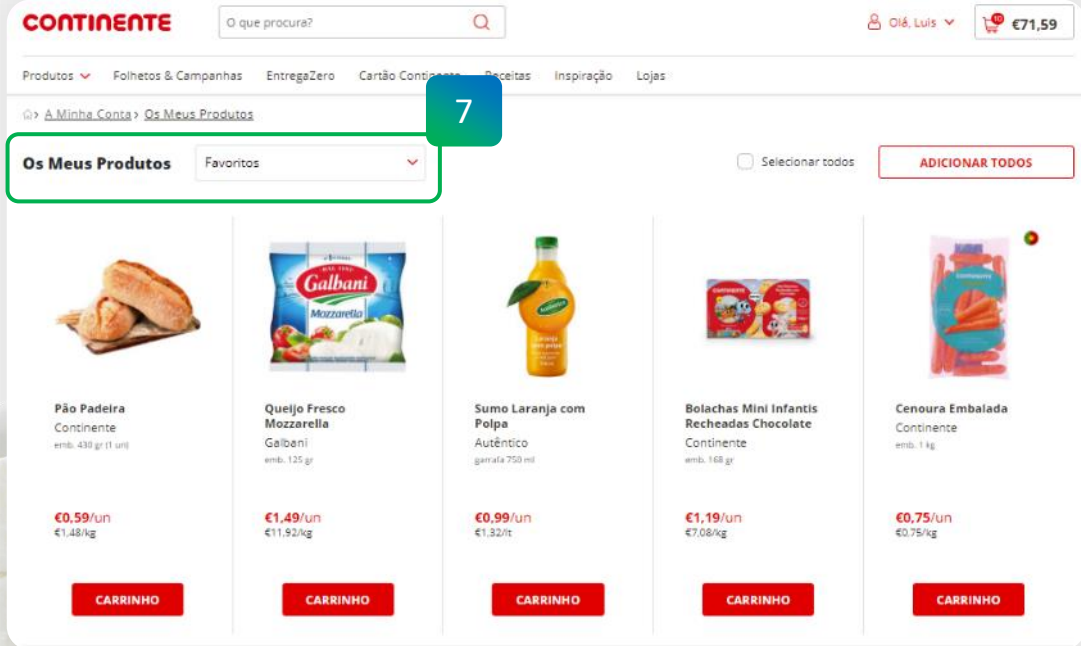
Grocery-specific features: PLP

6

Product suggestions



6



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Ability to re-order from a list of favorite products (items recurrently purchased by the customer online and in-store) based on the user's loyalty experience and their in-store and online purchases.

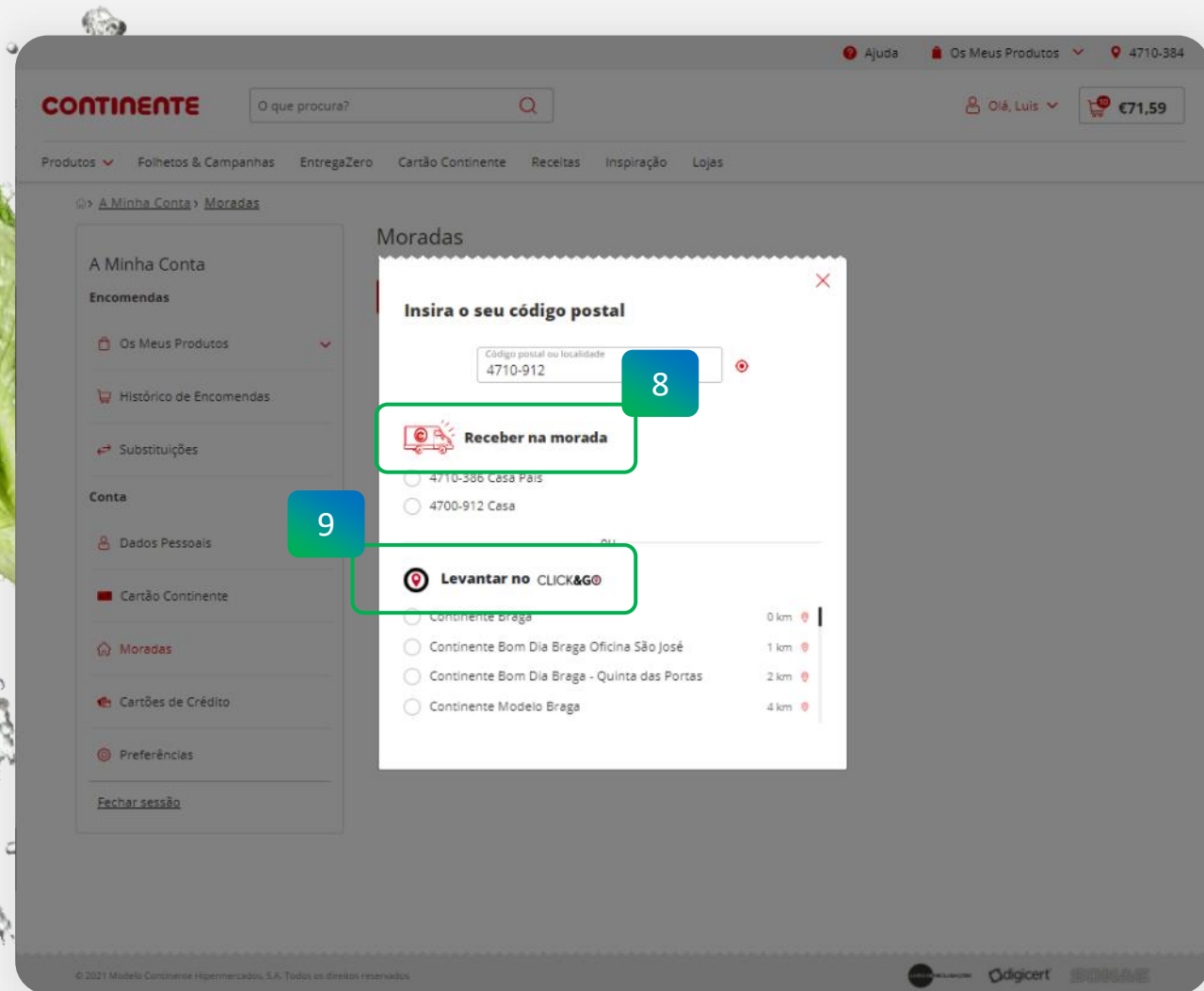
OSF'S SOLUTION

Grocery-specific features: Shopping Cart

8
&
9

Select delivery address or Click&Go (pick up in store)

The home delivery address and the choice to pick up in-store influences the coverage area (order fulfillment store) and the range and inventory available for the customer. Baskets can be impacted when changing your delivery option/address at any point of the shopping experience.



OSF'S SOLUTION

Grocery-specific features: Shopping Cart

10

Loyalty coupons

11

Select a substitute if the ordered product is unavailable during order preparation

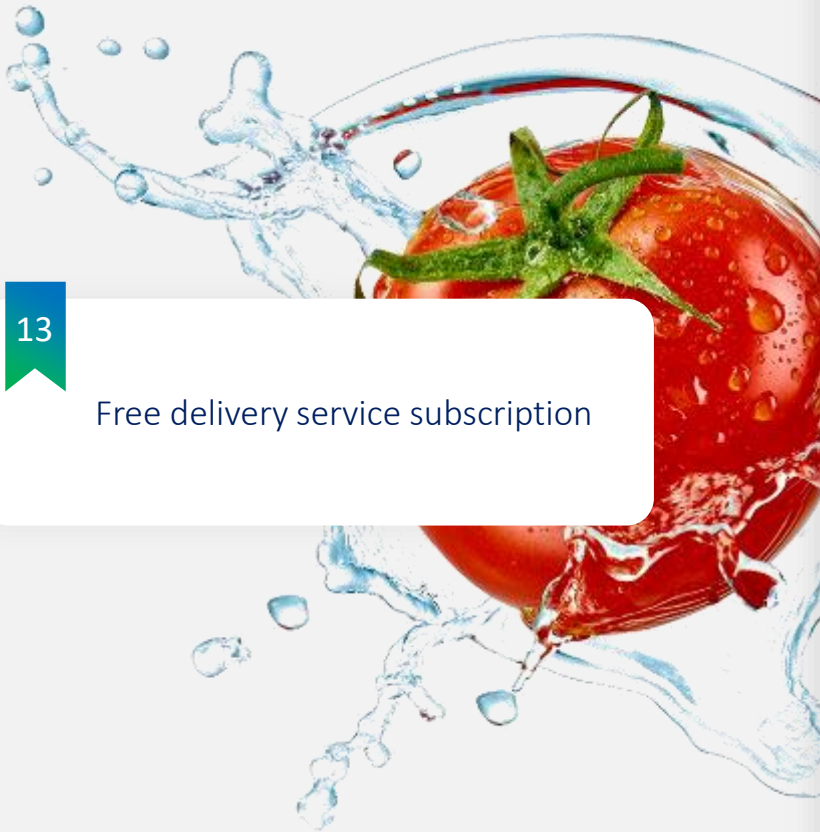
12

Direct and indirect (accumulated on the loyalty card) discount savings

The screenshot shows the Continente online shopping cart interface. At the top, there is a banner for 'Detergentes Xau até 60% desconto!'. The cart is titled 'Carrinho' and contains a 'Seleção de cupões' section with four 35% and 25% off coupons. A green box highlights this section, with callout 10 pointing to it. Below the coupons is the 'Lista de produtos' section, which lists items like 'Azeitona Verde com Pimento', 'Lombos de Bacalhau MSC', and 'Tablete de Chocolate Branco Culinária'. A green box highlights the 'Aceitar substituição' button for the olive product, with callout 11 pointing to it. On the right side, there is a 'Resumo da compra' section showing a subtotal of €41,10, a discount of €2,80, and accumulated savings of €1,01. A green box highlights this summary, with callout 12 pointing to it. A red 'COMPRAR' button is at the bottom right.

OSF'S SOLUTION

Grocery-specific features: Checkout page



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Free delivery service subscription

The screenshot shows the Continente website interface. At the top, there's a navigation bar with the Continente logo, a search bar, and user account information (Olá, Luis) and a shopping cart icon showing €71.59. Below the navigation bar, there's a breadcrumb trail: Entrega Zero. The main heading is 'ENTREGAZERO' with a crossed-out zero. Below this, there's a brief description of the service and its benefits. The main content area features two subscription options: '100 DIAS' and 'ANUAL'. Each option includes the Continente logo, the subscription name, the duration, the minimum order value, and the price per unit. The '100 DIAS' option is priced at €26.90/un and the 'ANUAL' option is priced at €89.90/un. Both options have a red 'ADERIR JÁ' button. A green box highlights these two options. Below the subscription options, there's a list of frequently asked questions with expandable answers.

Detergentes Xau até 60% desconto!

CONTINENTE O que procura? Olá, Luis €71.59

Produtos Folhetos & Campanhas EntregaZero Cartão Continente Receitas Inspiração Lojas

Entrega Zero

ENTREGAZERO

Adira à EntregaZero e beneficie de entregas **sem limites e sem custos adicionais** no serviço de entrega. Tenha acesso a campanhas exclusivas e, ainda, às novidades do Continente Online de forma antecipada.

100 DIAS
ENTREGAZERO
CONTINENTE

Modalidade: 100 dias
Mínimo de encomenda: 55€

€26,90/un
€26,90/un

ADERIR JÁ

ANUAL
ENTREGAZERO
CONTINENTE

Modalidade: 365 dias
Mínimo de encomenda: 55€

€89,90/un
€89,90/un

ADERIR JÁ

O que é o serviço EntregaZero e quais as vantagens? Se já tiver uma opção da EntregaZero ativa posso aderir à outra opção?

Como aderir à EntregaZero? Existe valor mínimo de compra?

Como consultar a data de validade da minha EntregaZero? O serviço EntregaZero é válido para todos os clientes?

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OSF'S SOLUTION

Grocery-specific features: Checkout page

14

Delivery slots available per day with respective cost

Choosing a delivery time slot (either for home delivery or pick up in store) is an important step of the checkout process due to operational limitations and the nature of some goods (e.g., frozen goods, perishables or centralized products). The shipping cost changes based on the delivery slot selected by the customer (depending on hour, date, home delivery or store pickup option).

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Loyalty and Gift Card options for payment

The screenshot displays the 'CONTINENTE' checkout page, titled 'Entrega e Pagamento'. It features a navigation bar with a home icon, the brand name 'CONTINENTE', and a 'Ajuda' link. The main content is divided into three sections: 'Entrega', 'Produtos (2)', and 'Pagamento'. The 'Entrega' section includes a home icon, the title 'Receber na morada', the address 'Morada do registo, Rua Fernando Namora, 4425-651, Maia', and a 'Horário' section with a calendar view. The calendar highlights 'Quinta 18 Mar' with a red box and a callout '14'. Below the calendar, four delivery slots are listed with their respective costs: 18:00 - 22:30 (€4,99), 20:00 - 22:30 (€5,99), 18:00 - 20:30 (€5,99), and 21:30 - 23:30 (€6,99). The 'Produtos (2)' section shows a shopping bag icon and a dropdown arrow. The 'Pagamento' section includes a 'Saldo' section with two options: 'Cartão Continente' (Saldo disponível: €28,88) and 'Cartão Dá' (Saldo disponível: €129,22). Both options have a 'Saldo a utilizar' input field and a 'USAR' button. A callout '15' points to the 'Cartão Continente' option. On the right side, a 'Resumo da compra' box lists 'Produtos (2)' (€9,51), 'Sacos Reciclados (1)' (€0,10), and 'Serviço de entrega' (€4,99), with a total of €14,60. Below the summary, it shows 'Acumula €1,69' and a red 'VER RESUMO' button.

OSF'S SOLUTION

Grocery-specific features

As the final order total can change after the order preparation (e.g., substitute products that are applied), a disclaimer is displayed at the payment step to inform the customer about authorizing an extra 3% on the payment to cover these situations

Ability to merge basket items from a guest session to an authenticated session, as a grocery basket is built over several days or even weeks

Product quantity selection either by weight/capacity or units, using a conversion rate (e.g., kg to units and vice versa)

High number of products in basket (up to 200 max) keeping a good performance overall

Due to high product rotation, the out-of-stocks are greyed-out to show unavailability in the PLP

Setting a max order quantity limit for a given product (e.g., some promotions have an inventory limitation)

Nutritional data shown on products (e.g., allergens)



A robust ecommerce website able to support:

38,500+

SKUs

150+

content pages

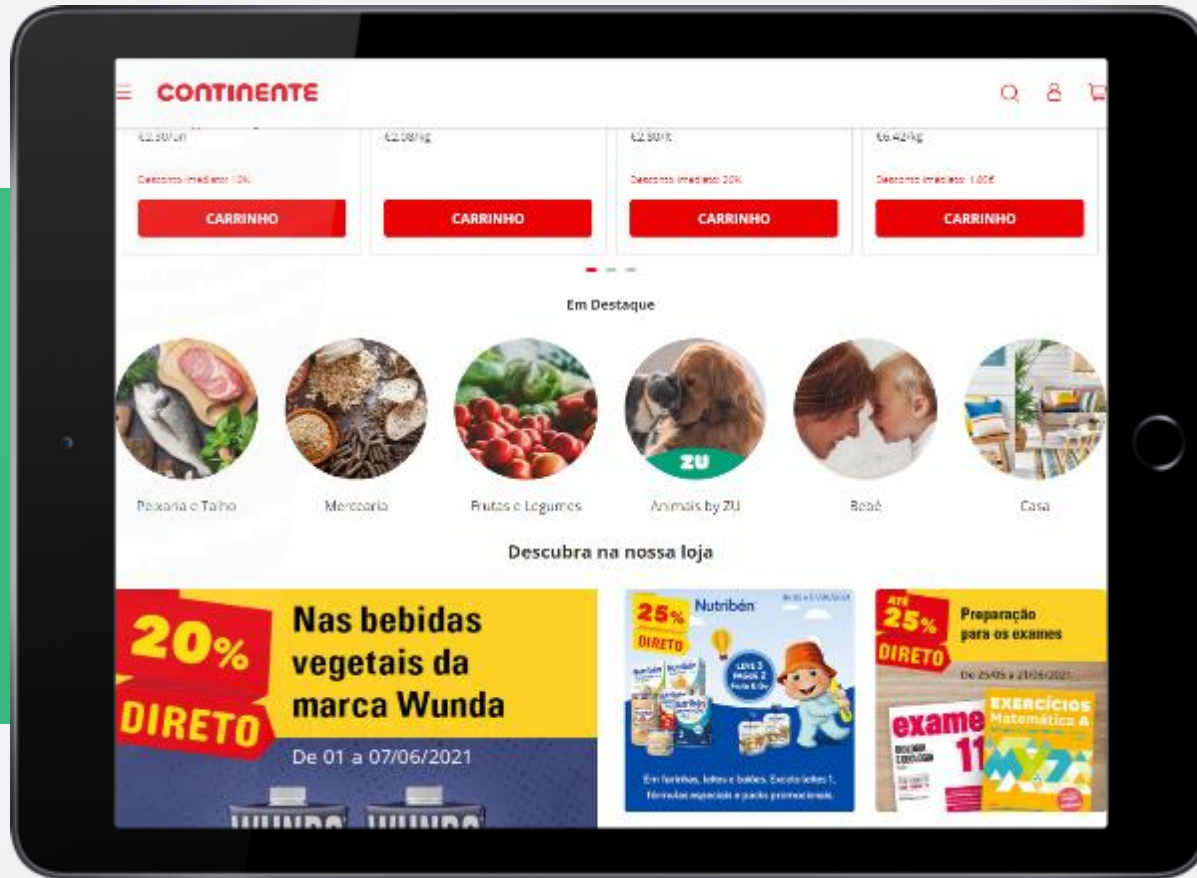
5,000+

Average orders per day

25

fulfillment stores with separate inventory and price books





Award-winning grocery project



OSF was recognized with the 2020 Salesforce Partner Award for the “Most relevant Commerce Cloud project” in Iberia for this project.

TESTIMONIAL

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Our Work Through the Eyes of Our Clients

At Sonae, we are always very ambitious and innovative, which is something that naturally translates into appealing and challenging endeavors. The replatforming of Continente Online was no exception, and the bar was set very high. We already knew OSF Digital as a very respected SI in the SFCC ecosystem, but OSF's culture, commitment and quality clearly surpassed our expectations (that were very high from the beginning). Together we delivered a best-of-breed platform supporting a top e-commerce value proposition. OSF was also key in training the product teams integrated in our competence center, giving us the autonomy to move forward through continuous improvement.

Bruno Mourão

Head of IT Transformation and IT Strategy & Experimentation, Sonae MC



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Our Work Through the Eyes of Our Clients

OSF was an essential partner in both the design and implementation of the new Continente Online – a website with a renewed image and innovative features that promote and improve the purchasing process, which enables our clients to save valuable time. OSF played a major role for us to be able to provide a new experience to our customers, bearing in mind the specificities of our grocery business, the standards of our value proposition and the need to integrate with our legacy systems.

Pedro Santos

Head of E-commerce, Sonae MC



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THANK YOU

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