



OSF DIGITAL

FARFETCH

LEVERAGING A SINGLE CUSTOMER VIEW
TO DELIVER RELEVANT AND
PERSONALIZED EXPERIENCES

OSF Digital – FARFETCH Limited

ABOUT FARFETCH LIMITED



FARFETCH Limited is the leading global platform for the luxury fashion industry, connecting creators, curators and consumers. Founded in 2007 by José Neves for the love of fashion and launched in 2008, FARFETCH began as an e-commerce marketplace for luxury boutiques around the world.

Today, the FARFETCH Marketplace connects customers in over 190 countries with items from more than 50 countries and over 1,300 of the world's best brands, boutiques and department stores, delivering a truly unique shopping experience and access to the most extensive selection of luxury on a single platform.

FARFETCH'S CHALLENGES

Leverage The Full Potential Of Salesforce Clouds

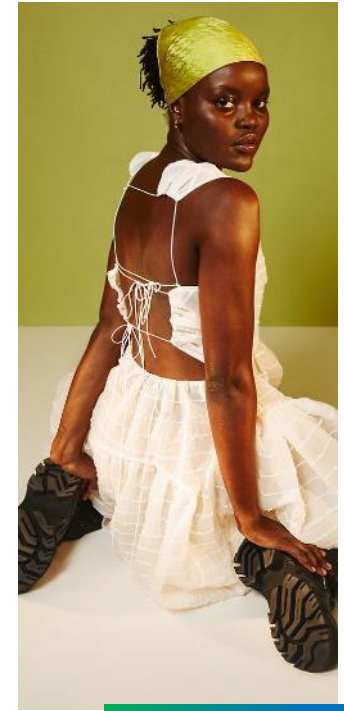
FARFETCH is the leading platform in luxury fashion and uses Salesforce Community, Marketing, Sales and Service Clouds to support its services.

To increase the adoption of Salesforce solutions and leverage its capabilities, FARFETCH designed a project that aimed to:



1 Increase operational efficiency

2 Strengthen customer relationship management



3 View all customer data centralized in a single place

OSF'S SOLUTION

Giving A Facelift To FARFETCH's Salesforce CRM

To provide FARFETCH more accurate and complete customer data, OSF Digital reorganized the company's Sales Cloud and handled the design, technical solution and implementation of the Single Customer View project that encompassed:

UI and UX enhancements to the Customer view pages

Centralizing existing data from Salesforce CRM in one page

Designing a new Salesforce customer detail page that retrieves information from several of FARFETCH's tools, relieving the agents from manually pulling data from different systems

Providing FARFETCH an improved view of customer data split in two groups: Private clients and Customer excellence



RESULTS

A Complete View Of All Customer Data In A Single Place

Thanks to the work delivered by OSF Digital, FARFETCH now has a single source of truth—a centralized view of all customer data that helps their business reps:



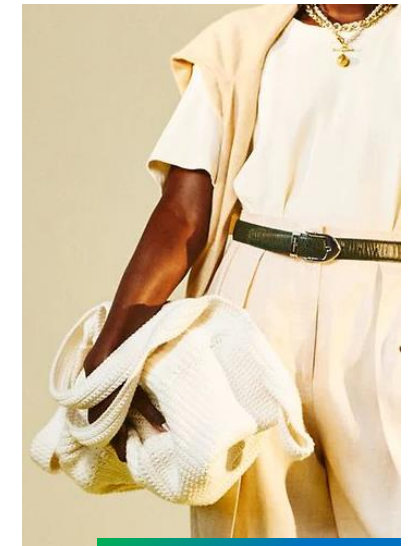
1 Reduce the time spent on searching for customer information.

2 Leverage complete customer profiles centralized in one layout.



3 Interact with its customers in a productive, efficient way.

4 Deliver relevant and personalized experiences to customers



5 Grow customer loyalty and boost sales.

TESTIMONIAL

Our Work Through The Eyes Of Our Clients

OSF Digital helped us gain a comprehensive customer view that allowed our agents and stylists to become more efficient and empowered them to provide enjoyable and relevant experiences to our valued customers. Having Salesforce retrieving meaningful information about our customers in a centralized way, allows us to better meet our customers' needs and improve their satisfaction. Having the ability to build trusting relationships and increase customer loyalty was an important goal that we hope to achieve with this project.

SOFIA FLORENTINO

CRM Apps Manager, FARFETCH Limited





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THANK YOU!

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