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L A U R A

CREATING A CROSS-CHANNEL SHOPPING EXPERIENCE WITH A 360° CUSTOMER VIEW

ABOUT LAURA CANADA

LAURA

Ever since Laura Wolstein made a statement by defying convention and opening her own business, 30 years before women even had the right to vote, Laura Canada has been there to empower and uplift women.

Founded in 1930 by Laura Wolstein, Laura Canada is a family-owned women's fashion company carrying two brands: Laura and Melanie Lyne. Based in Quebec, Laura Canada designs, produces, markets and distributes clothing and accessories across Canada. Today, Laura Canada operates more than 140 Laura and Melanie Lyne stores from coast to coast and a successful e-commerce website.



LAURA CANADA'S CHALLENGES

Needed to Keep a Personal Link to Customers as Business Grew

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1

Customer Service at Scale

As its retail footprint has grown both through new physical stores and digital channels, Laura Canada needed to ensure it could deliver personalized customer service at scale.

2

Extend Personalization

Laura Canada wanted to extend personalization of its digital channels.

3

Fast Go to Market

The transformation needed to happen quickly to allow for a fast go to market.

SOLUTION

Empowered to Deliver a Richer Online Experience

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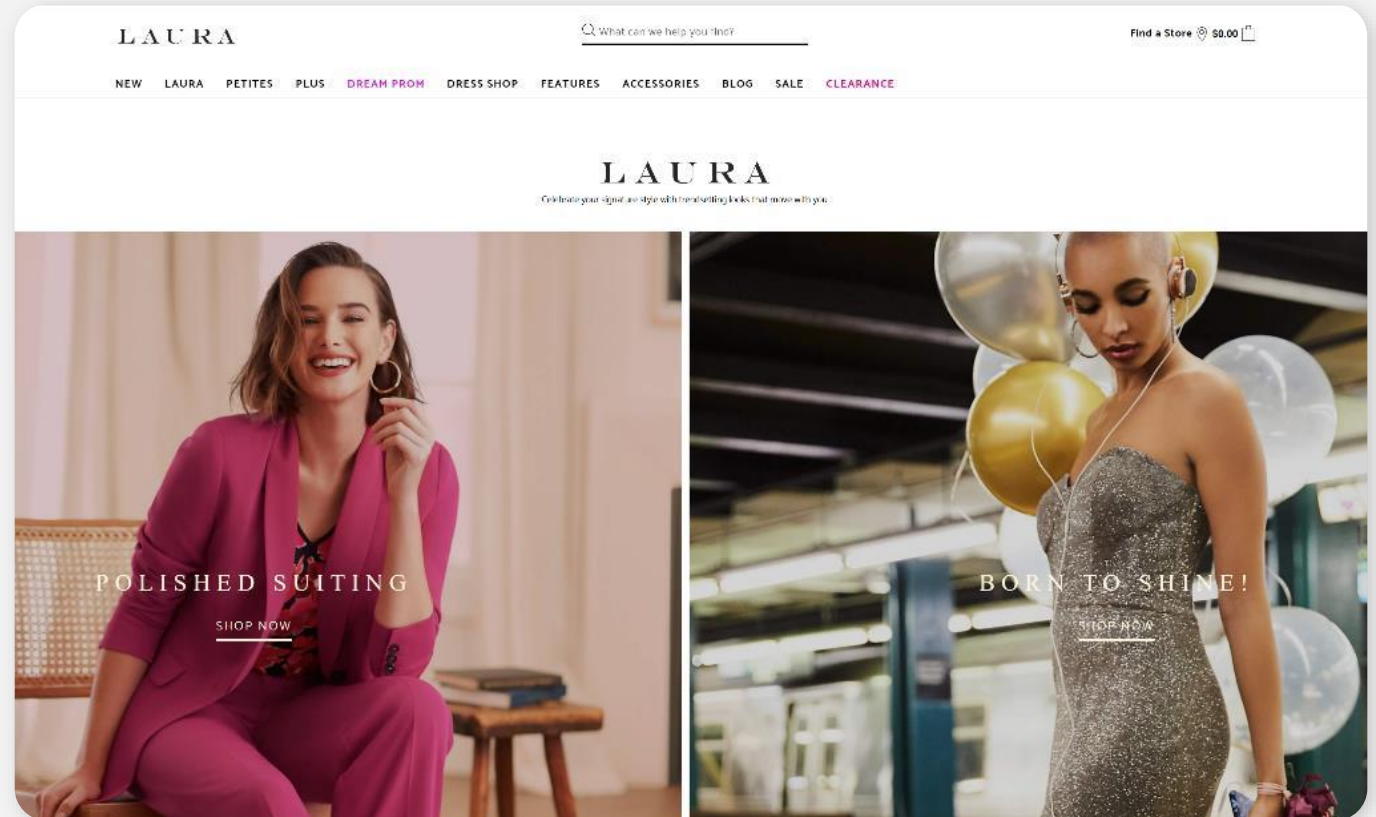
OSF took a fragmented approach to ecommerce to create a responsive site.

Leveraging Salesforce Commerce Cloud, the site now features:

- **Enhanced Product Detail Page**
- **Improved Site Navigation**

Using Salesforce Marketing Cloud, Laura can send promotions and keep customers engaged during their online shopping journey.

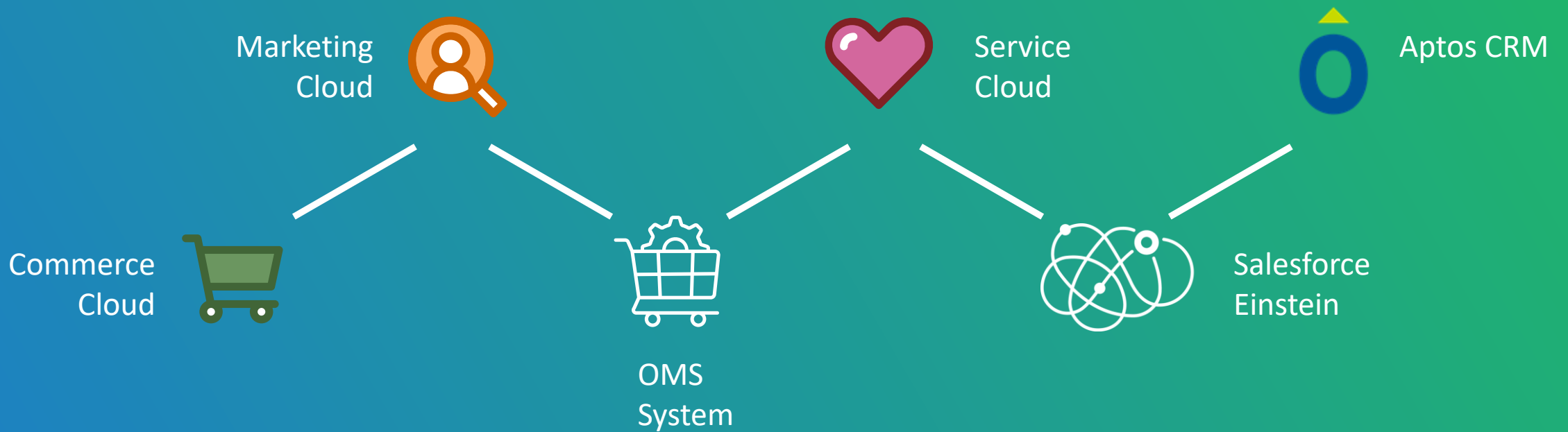
We integrated OMS with Salesforce Commerce Cloud.



SOLUTION

Cross-Cloud Integrations

With multi-cloud integrations, customer data - such as opt-in preferences and purchase history - is centralized across systems in a contact preference center.



SOLUTION

OSF Digital Products

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| an OSF Product

One Page

CHECKOUT

Simplified Buying Process

We added multiple delivery options, address verification and redesigned the shopping cart with One Page Checkout.



| an OSF Product

Customer

BEHAVIOR TRACKER

Measure Shoppers' Actions

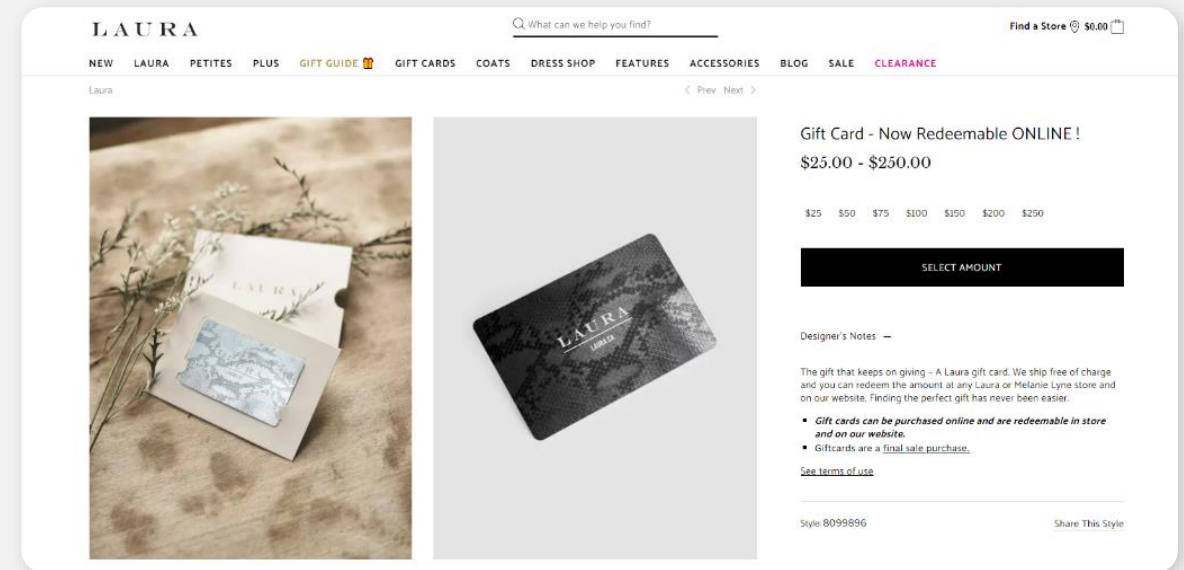
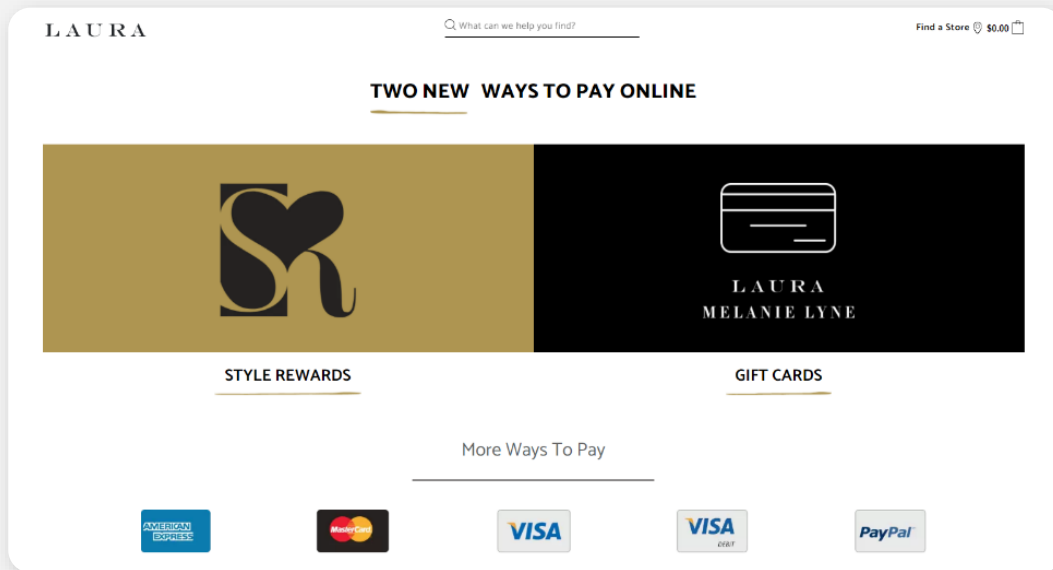
Laura can access customer insights on browsing, shopping and check out with Customer Behavior Tracker.



SOLUTION

Multi-Tender Loyalty Program

Customers can use loyalty points and gift cards for online transactions, delivering a better cross-channel shopping experience and keeping customers engaged.



SOLUTION

Maintenance & Evolution

OSF Digital provides support, maintenance and evolution services for Laura Canada's commerce ecosystem.

As part of the evolutions scope, OSF has helped Laura enhance cross-cloud integrations between Salesforce Commerce Cloud, Salesforce Marketing Cloud, Salesforce Service Cloud and Aptos CRM. We also enhanced the functionality of their Kibo OMS system.

✔ Implement new payment methods:
Apple Pay, Google Pay and Sezzle.

✔ Handle maintenance requests for
Salesforce Commerce Cloud,
Salesforce Marketing Cloud &
Salesforce Service Cloud.

**OSF WILL HELP
LAURA CANADA TO**



RESULTS

Increased Sales and Outstanding Customer Experience

400%

increase in ecommerce sales in three years

30%

of online sales are prompted by messages sent via Marketing Cloud

3x

increase in customer service cases handled daily



More capabilities to serve customers, including **placing/handling orders on behalf customers**, creating free orders, and cloning and reshipping orders.

The **elevated look and feel** of Laura's websites enhanced the perception of the entire brand.

Laura's customers now can engage with the two brands via **live chat, email and phone**.

The retailer now can make similar recommendations when customers are browsing online, thanks to **Einstein**.

Significantly **reduced return orders** due to invalid addresses .

RESULTS

Centralized Customer Data with a Holistic View

360°

View of customer data across systems to make better marketing and customer service decisions



Increased **upselling & cross-selling** now that service agents can make informed product suggestions based on a customer's interaction history.



With centralized data, **customer information can be updated from various channels** — in-store POS, iPads for clienteling, ecommerce website or the CRM.



Additional **sales opportunities** and **better reconciliation** of online and in-store sales with the multi-tender loyalty program.



Laura's team can create **personalized marketing campaigns** and engagement models that unify service, marketing, commerce and more.



Faster time to resolution for customer inquiries, thanks to visibility of information such as order status, order tracking and historical purchase data.

THE FUTURE

Laura Canada plans to take personalized customer communications further with SALESFORCE JOURNEY BUILDER and CUSTOMER 360 in 2022.



TESTIMONIAL

Our Work Through The Eyes Of Our Clients

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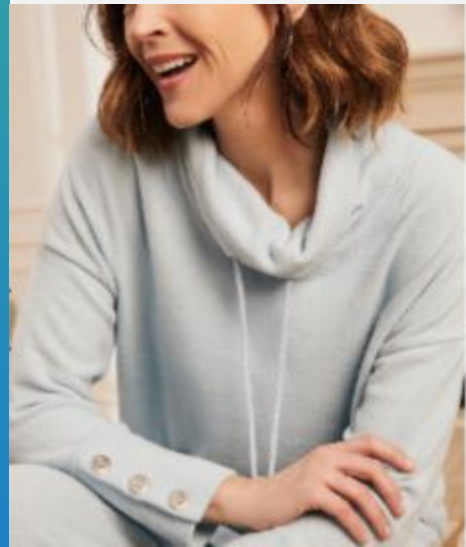
I would recommend OSF as a great partner to take you through your digital transformation journey. I think the holistic view that they bring of our different ecosystems is important. It allows us to implement new functionality for our customers and do it quickly with a fast go-to-market strategy.

Elie Bengio

Vice President of IT, Laura Canada

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[WATCH VIDEO](#)



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LAURA



THANK YOU!
