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Stockday™

EMPOWERED TO BETTER SERVE CUSTOMERS AND EXPAND BUSINESS

ABOUT STOCKDAY ROMANIA

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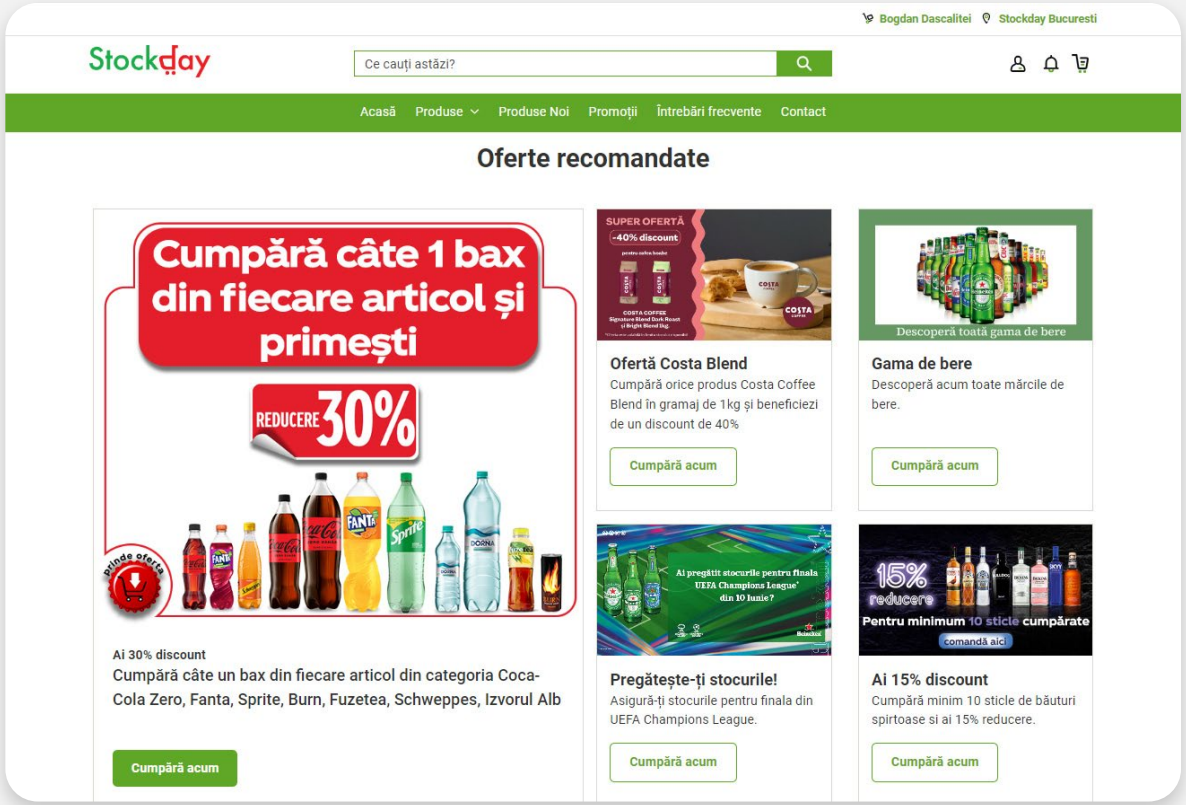
Launched in 2017, Stockday is Romania's first digital route-to-market commerce platform. Developed in partnership with HEINEKEN Romania and Coca-Cola HBC Romania, it offers an alternative solution for retail customers.
Stockday is currently available in **10 counties** in Romania, offering customers direct access to **over 40 brands** of beverages, campaigns, and promotions.
The platform is available 24/7 and streamlines start-to-finish customer processes.
In 2021, the Stockday B2B online trading platform extended and diversified its offer by including the portfolio of Coca-Cola HBC Romania, the leader in the local beverage industry.



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STOCKDAY ROMANIA'S CHALLENGES

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The ecommerce platform didn't align with Stockday's growth plans

Stockday aimed to **accelerate digital transformation** and **improve internal flow** to evolve their business.

1

Highly customized ecommerce platform:

- Enrich the B2B platform, keeping customizations.
- Leverage a mobile-first solution
- Better serve their B2B customers.

2

Convoluted existing logistics processes spread over multiple systems. They sought to:

- Streamline logistic processes
- Centralize customer data
- Speed up new features to the platform.

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STOCKDAY ROMANIA'S GOALS & EXPECTATIONS

Stockday wanted to expand their system with Salesforce B2B Commerce

Stockday relied on a customized Salesforce multicloud system with Service, Experience, and Marketing. The company needed:

- UX expertise for a change in design
- Enhanced security
- Intuitive user flows and easy interactions
- Dashboards and reporting capabilities
- Reliable uptime
- Seamless integration with highly customized existing systems.

salesforce commerce cloud
B2B commerce

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OSF'S SOLUTION

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Setting the foundation for growth with a modernized and intuitive B2B

OSF Digital launched **the first marketplace based on Salesforce B2B Commerce Lightning in Romania**.

Following Stockday's bespoke model, OSF Digital delivered an **80-90%** customized ordering platform.

We implemented **Salesforce B2B Commerce Lightning**.

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OSF'S SOLUTION

Supporting Stockday to achieve their goals with a complex deployment

- Connected the Salesforce B2B Commerce platform with **Service**, **Experience**, and **Marketing Clouds**.
- Handled the support and maintenance of the existing Salesforce system.

- Reset the Salesforce Marketing Cloud platform to an out-of-the-box version to eliminate redundant data and improve platform speed and user experience.
- Evolved the **Marketing Cloud** platform with onboarding and order placement journeys for **B2B Commerce**.

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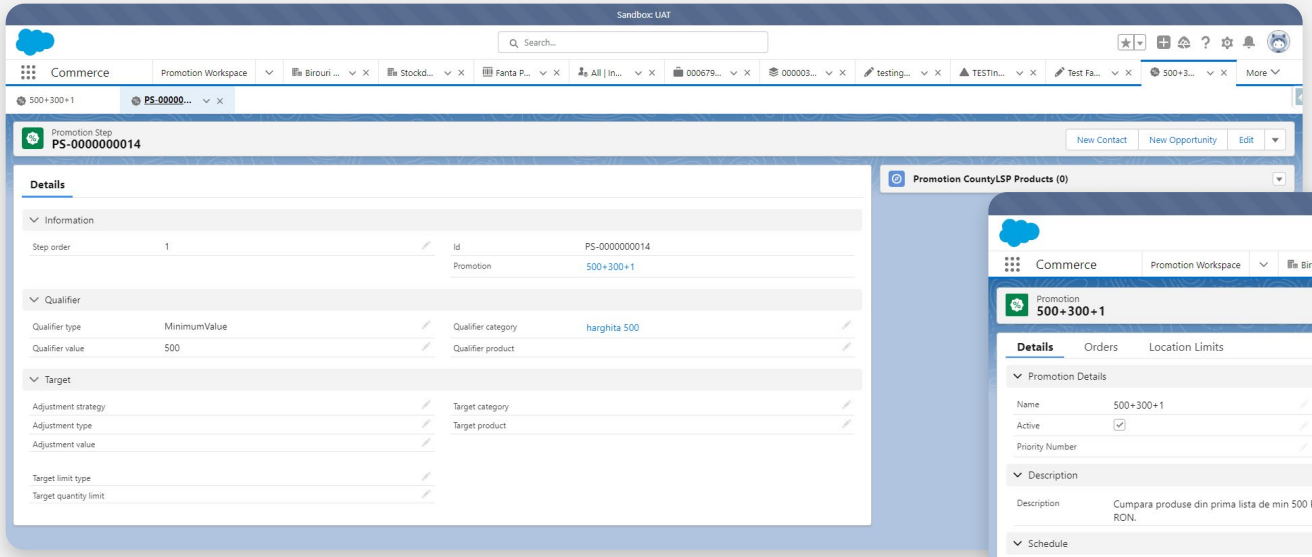
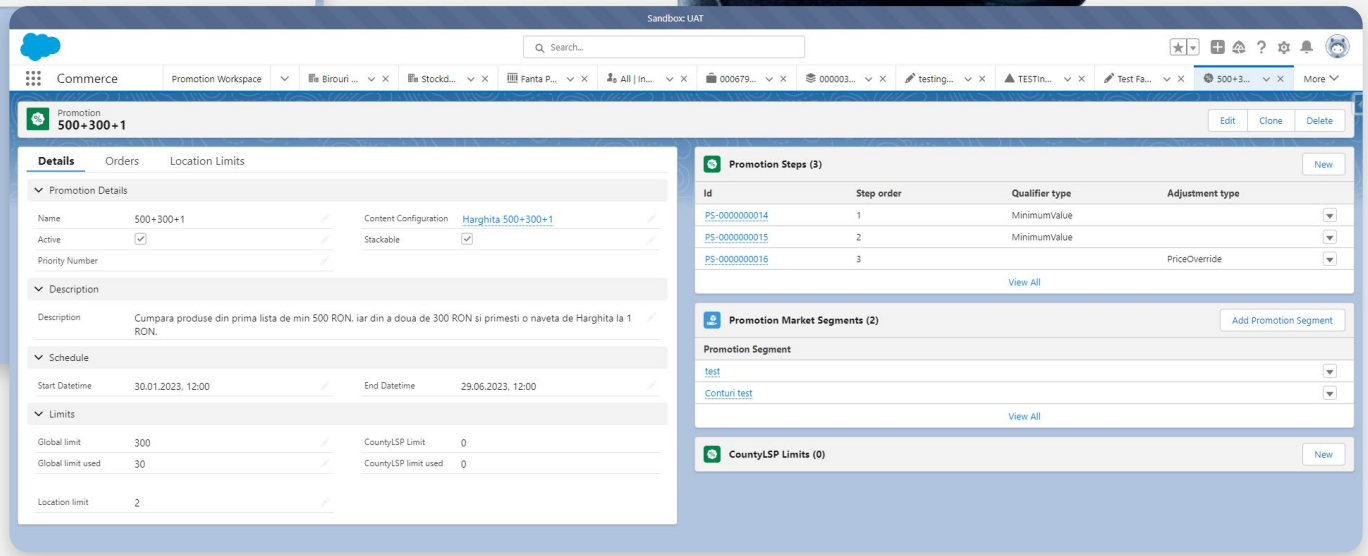
OSF'S SOLUTION

Empowering Stockday to add new features faster and obtain reliable up-time

Created the **Pipeline Deployment Processes** in collaboration with the **Service Cloud** team, enabling internal teams to perform changes directly in products and aligning OSF and Stockday teams.





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OSF'S SOLUTION

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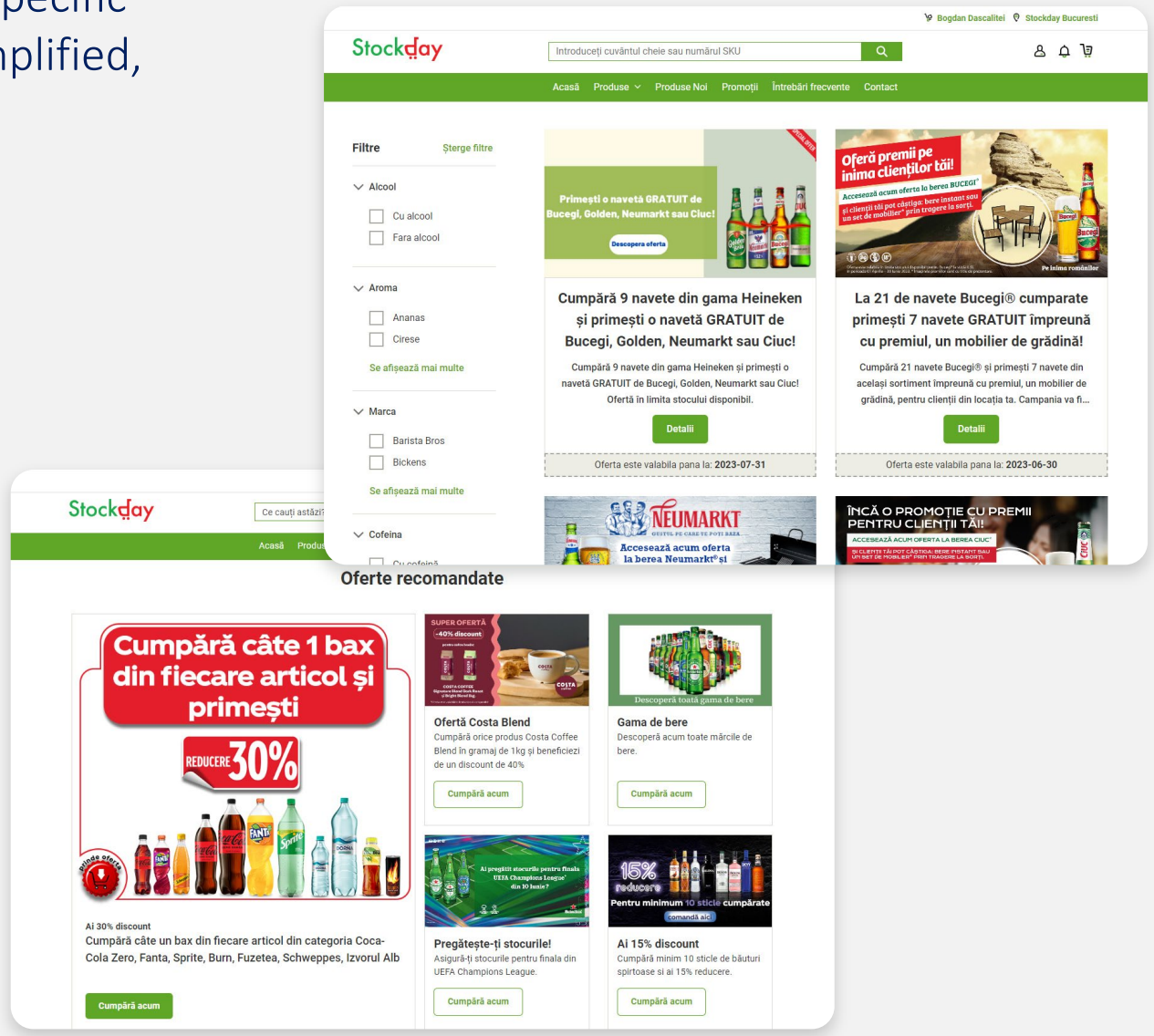
Deployed an innovative process to solve industry-specific needs & support Stockday's requirements for a simplified, effortless workflow

Designed the complex **Mechanism for the Promotion Engine** with automation, positioning Stockday to meet their customer needs:

- Single and bulk ordering
- Promotion set-up with multiple parameters (e.g. minimum, maximum, exact quantity, value)
- Immediate transparency on stock for customers
- Stackable promotions.



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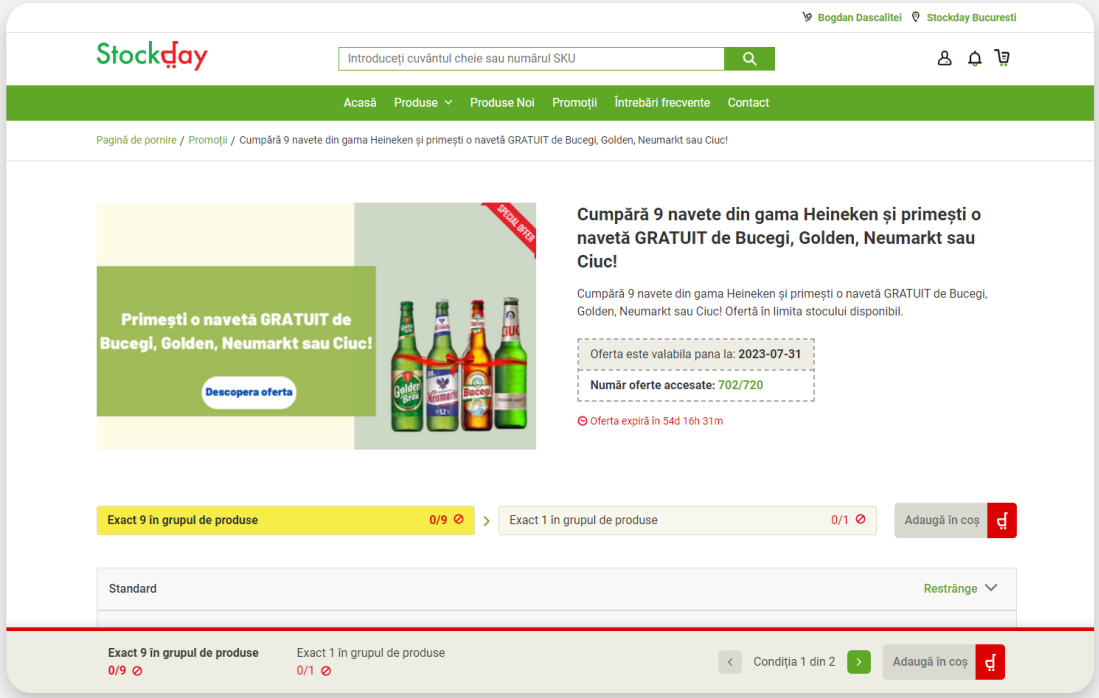
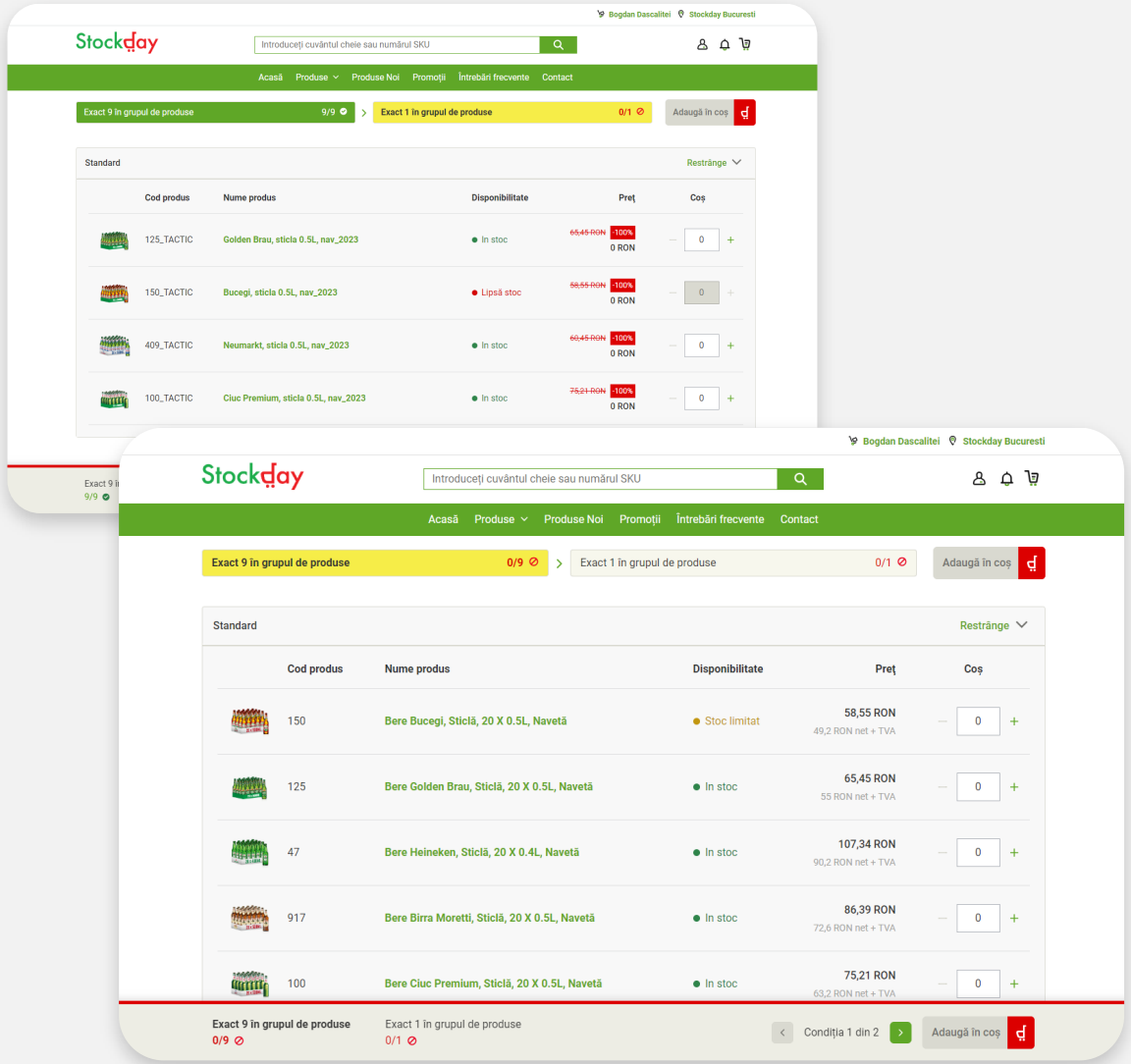
The **promotions component created for Stockday** offers users the possibility to buy single products as a qualifier and target (e.g., buy 2 boxes and get 1 free).

The products already have a pre-set quantity, and when the customer clicks **Add to cart**, the promotion is added.





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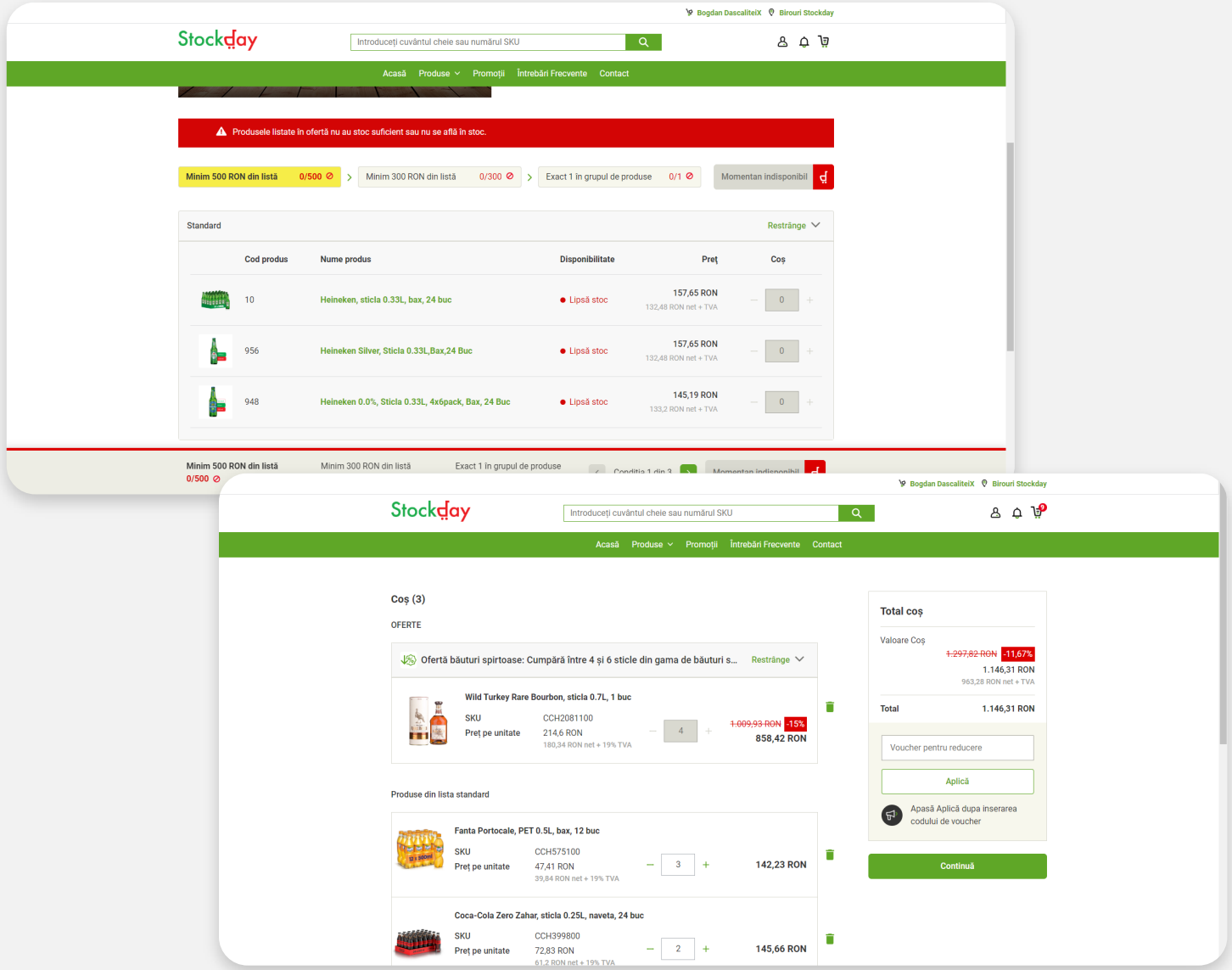
With the **Mechanism for the Promotion Engine**, there is the possibility to buy multiple products as qualifiers and targets (e.g., choose 5 products from the list of products and get 1 or more discounted or free from the list of products).

Customers can select the promotional products they want to benefit from. Some promotions may refer to value instead of quantity (e.g., buy 500 RON and get 1 product with a discount or free). In such cases, when the customer adjusts the quantity of a product, the value is added to the bar until it reaches the promotion value.



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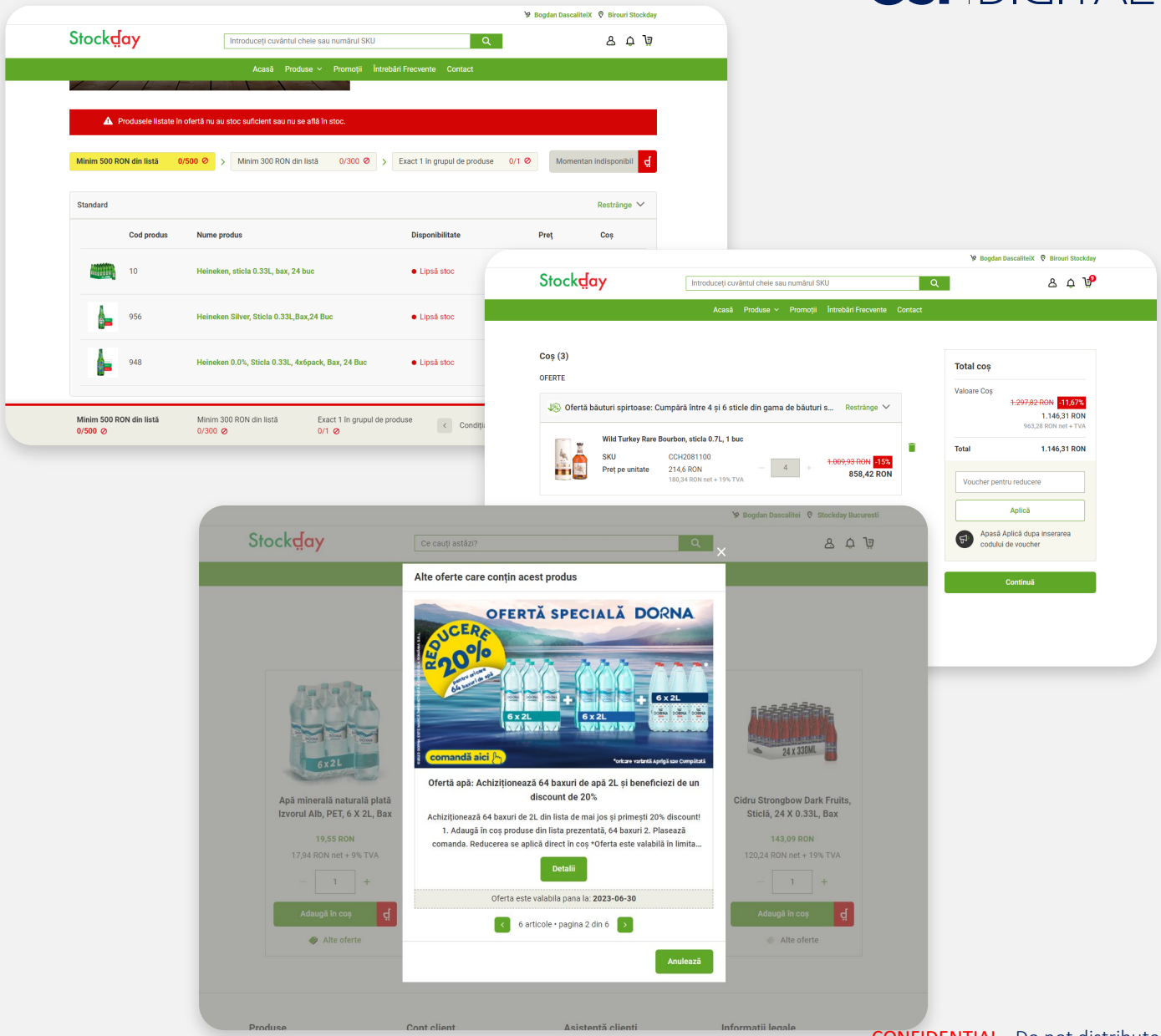
Promotions can be added several times separately to the cart, but if there is a quantity limit per region or user, the promotion can no longer be added to the cart when that usage limit is reached.

If the stock has run out on certain products, **the customer can easily see that the product is not in stock, and the quantity cannot be adjusted**.

If a promotion cannot be purchased because there is no stock for the target or qualifier, then the user is notified by a message that the offer is not available. There is also a validation for weight limit, with the customer being notified by a feedback message if the limit for shipping for that region is reached.



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OSF'S SOLUTION

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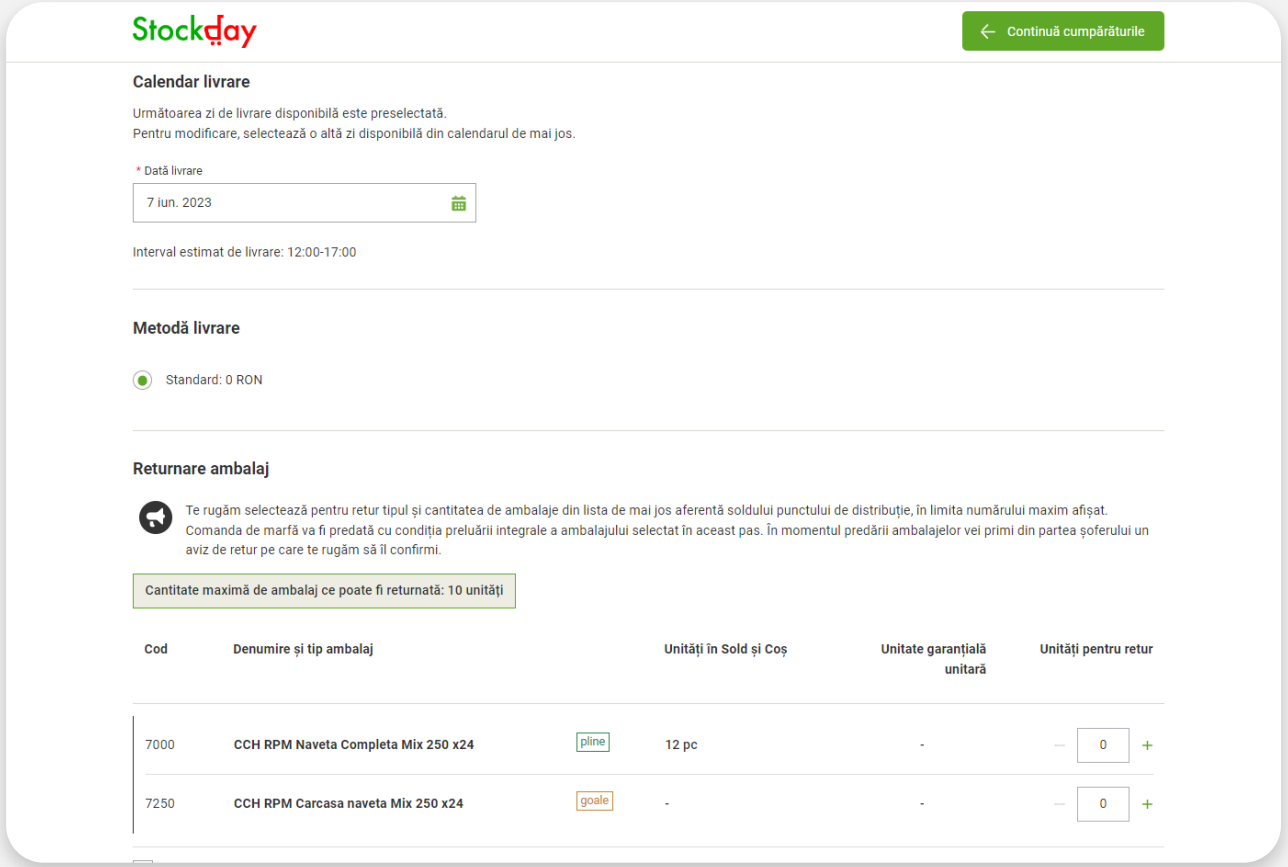
Helped Stockday increase operational efficiency and better serve their customers, with a direct impact on time and money savings

Enriched Stockday's B2B business with **robust functionalities**:

- Manage returnable packaging materials (empties)
- Logistic weight optimization
- Reduced transportation costs.



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OSF'S SOLUTION

Connecting technologies for an improved customer experience

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OSF Digital linked Stockday's Salesforce Clouds and handled the seamless integration of third-party apps

Mulesoft

To unify data, enable a seamless exchange, and enhance overall business agility.

SAP

To better manage business operations, logistics, and customer relations.

Google Analytics

To optimize website content and traffic and improve the customer experience.

Azure DW

To gain insights into business performance and make data-driven decisions.

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RESULTS

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Stockday Romania is empowered to grow continually

Through OSF's implementation and seamless integration, Stockday gains a fully functional B2B ecommerce solution with the following benefits:

OPTIMIZED
operational efficiency

FASTER
operational flows

REDUCED
expenditures

UPGRADED
ecommerce platform performance

IMPROVED
engagement with buyers

AUGMENTED
purchase flows

SIMPLIFIED
ordering transactions

GREATER
ROI, sales, and business growth

ENRICHED
360° view of the customer

EFFECTIVE
internal teams

ENHANCED
dashboards and reporting

STREAMLINED
IT systems with dependable uptime

REFINED
marketing strategy

INCREASED
time and money savings

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Our work through the eyes of our clients

We realized that OSF was the suitable digital transformation and business scalability partner for Stockday since we met them for the RFP. Their experience and proficiency with similar projects made us trust their capabilities. We were not let down. After OSF's work, our customers can rely on easy-flowing ordering with intuitive, seamless navigation. Our teams are better equipped to be more effective as they can rely on automation and simplified operations. That was highly important for our large B2B business. We can easily reach our goals to expand the business, sell more, and better serve our customers.

Virunga Mina
Stockday Romania

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