SUCCESS STORY

Retailer and Consumer Goods Organization

VALUE DELIVERED

- ✓ Identified and **championed a strategic transformation** opportunity beyond the original project scope.
- ✓ Provided independent **architectural guidance** that informed the future-state customer data strategy.
- ✓ Unified complex customer data ecosystems **while preserving existing business processes** and technology investments.
- ✓ Established the foundation for future **AI-driven personalization** and customer engagement initiatives.

salesforce Partner Since 2010

OSF DIGITAL

Building a Trusted Customer View for Personalized Engagement

Customer Profile

Our customer is a **leading retailer and consumer goods** organization with a long-established presence across physical and digital channels.

Challenge

Sought to strengthen customer engagement through a connected, scalable data foundation:

- ✓ Fragmented customer data spread across multiple platforms and systems.
- ✓ Lack of a single source of truth for **customer insights** and activation.
- ✓ Manual marketing processes with limited access to **actionable customer data and personalization** capabilities.
- ✓ Growing data storage costs and the need for a **scalable foundation** to support future growth.

OSF Outcome-Driven Solution

- ✓ Identified a broader customer **data modernization** opportunity while initially engaged to address storage and architecture challenges.
- ✓ Implemented Salesforce Data 360 and **Marketing Cloud Next** to create a unified and trusted customer profile.
- ✓ Integrated multiple customer data sources into a **single customer view.**
- ✓ Created a scalable architecture to support AI, personalization, and **cross-channel engagement initiatives.**
- ✓ Orchestrated personalized **cart and checkout abandonment journeys** in Marketing Cloud Next.
- ✓ Established governance for consent, suppression, and communications management while **supporting the existing marketing platform.**

Customer Adoption

- ✓ Marketing and customer engagement teams adopted a unified customer profile as a trusted foundation for **activation and personalization.**
- ✓ Teams began leveraging **customer segmentation** and real-time audience activation capabilities enabled by Data 360.
- ✓ OSF supported adoption through governance frameworks, activation enablement, and integration with existing **marketing operations.**

5 data sources unified
Into a consolidated customer view.

12 mappings
Across 5+ core domains established

3 customer segments
Enabled for activation and insights

PRODUCTS

Data 360

Marketing Cloud Next

Get in touch with OSF Digital

Check us out on AgentExchange

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