



OSF | DIGITAL *Wells*

LEADING WELLS TOWARDS A COMPLETE ECOMMERCE AUTONOMY

Sonae Distribuição debuted in 1985 with the opening of its first hypermarket in Portugal as part of a joint venture between Sonae and Promodès. Since then, and to complement their grocery retail business, they have expanded the touchpoints with their customers to the wellness arena with parapharmacy, optical, and perfume goods through their brand Wells.



Today Wells is the #1 wellness brand in Portugal offering parapharmacy, optical, and perfumery goods in over 280 shops across Portugal:

246 **wells⁺**

para-pharmacies (health, well-being and eye-care)

41 **arenal**

para-pharmacies and perfumeries in Spain

10 **Dr.Wells⁺**

dental and aesthetics clinics

41 **go natural**

10 healthy food supermarkets and 31 restaurants

Lack of Independent Ecommerce Presence

Until now, Wells didn't have a sufficient online presence and had been represented online as a category on Sonae MC Continente's site.

Sonae MC's ecommerce platform focused on the grocery part of the business.

Sonae MC's existing commerce platform wasn't flexible enough to meet the business needs of Wells and keep up with the company's growth.

Due to the lack of flexibility and autonomy on Sonae platform, Wells had to temporarily increase its online presence by launching different tactical transactional and non-transactional sites (e.g., a perfume business via Shopify).



Wells Sought To:

- enter the ecommerce landscape with a feature-rich online shop
- unify all its existing online sites under a single platform
- achieve full autonomy for its digital business, with its own team and IT systems dedicated to support online operations

OSF'S SOLUTION

Salesforce Commerce Cloud Implementation

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

Replaced Wells' legacy commerce platform and implemented a new flexible and scalable **Salesforce Commerce Cloud-based ecommerce solution**.

Added **new features** to the ecommerce solution that enable Wells to **sell optical lenses**.

Implemented a **multi-shipment check-out flow**, including delivery time slots selection by the users.

Integrated a **variety of third-party solutions** and Wells' existing back-end systems with the new ecommerce site.

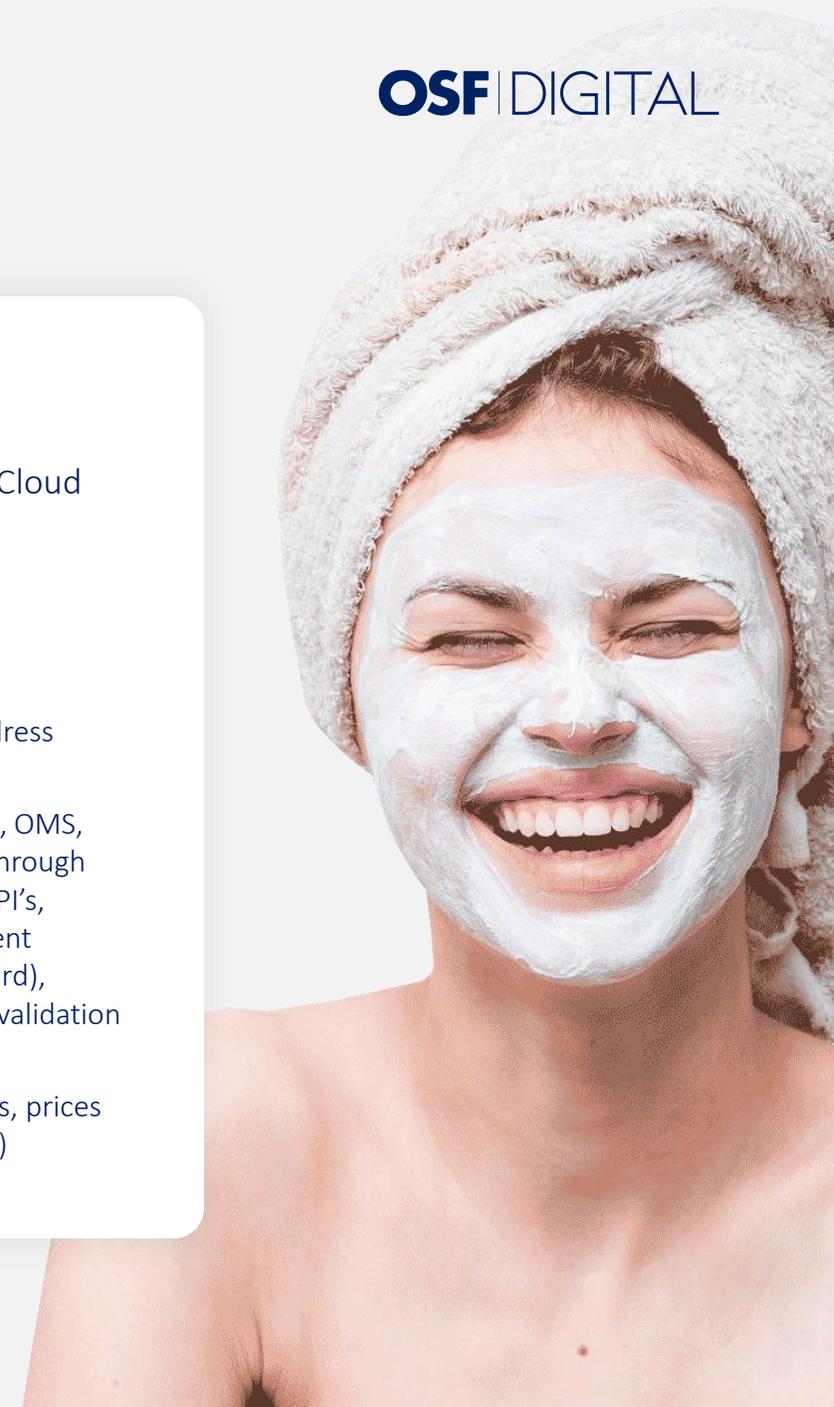
Assisted Wells with the **onboarding of its technical team** and educating them on Salesforce Commerce Cloud.



Tech Stack

 Salesforce Commerce Cloud

- MB Way; PayPal;
- Customer identity manager
- GTM, newRelic
- Google captcha, Google address lookup
- Sonae systems: loyalty (CLL), OMS, payment integration done through Sonae's Payment Services API's, Consent API, internal payment services (gift card, loyalty card), Communications hub, Lens validation service
- Feeds: products, promotions, prices and inventory (Oracle Retail)



OSF'S SOLUTION

Specific PDP for Lenses

Developed a specific PDP for lenses to allow Wells customers to choose graduation, curve and diameter of the lens for each eye.

Wells now offers the following types of lenses:

- Spherical (myopia, hypermetropia),
- Toric (myopia and astigmatism)
- Multi-focal (near and far vision)



Registre-se e poupe 10% na primeira compra com o código OLAWELLS

wells Pesquise marcas, produtos, etc. Lojas Login / Registo Carrinho

BEBÊ E MAMÃ | PERFUMES | COSMÉTICA | MAQUILHAGEM | SAÚDE | HIGIENE | NUTRIÇÃO E SUPLEMENTOS | ÓTICA | CONSULTAS E TRATAMENTOS

Lentes De Contacto Air Optix Plus Hydraglyde

Air Optix

€21,00

Capacidade: 3 un

3 un **6 un**

Graduação do olho esquerdo

Potência: -2.75

Curva base: 8.6

Diâmetro: 14.2

Graduação do olho direito

Potência: +1.25

Curva base: 8.6

Diâmetro: 14.2

Adicionar **Adicionar**

OSF'S SOLUTION

Checkout page customization

Configured the checkout page to allow Wells customers to check their loyalty card balance and select loyalty coupons at the checkout

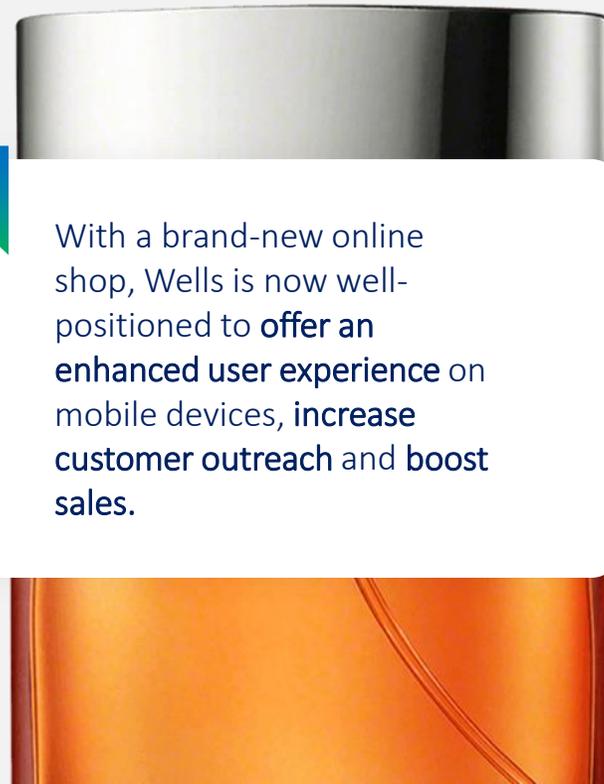
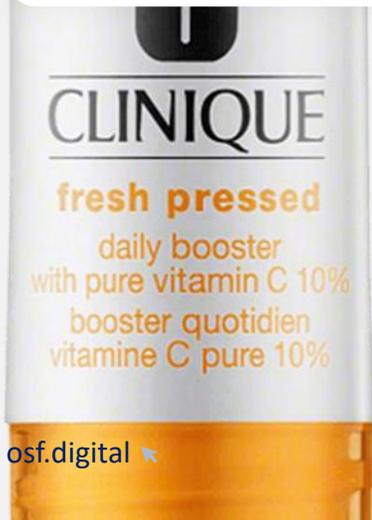
The screenshot shows the Wells checkout page. At the top, the Wells logo and the ID 808.101.707 are visible. The page title is "Checkout". A progress bar indicates four steps: 1. Encomenda, 2. Entrega, 3. Pagamento, and 4. Resumo. Below the progress bar, there is a section titled "Selecione os cupões" with a "Todos" checkbox. Two coupon cards are displayed, both valid from May 3 to May 16, 2021. The first coupon offers 15% off on purchases at Wells (excluding optical services and audiology devices). The second coupon offers 10% off on purchases at Wells (excluding optical services and audiology devices). To the right, a "Compra segura" section titled "A sua compra" shows the order summary: "Valor dos artigos" € 41,46, "Custos de envio" € 0,00, and "Total a pagar: € 41,46". There are "Continuar" and "Voltar" buttons.

The screenshot shows the Wells checkout page. At the top, the Wells logo and the ID 808.101.707 are visible. The page title is "Checkout". A progress bar indicates four steps: 1. Encomenda, 2. Entrega, 3. Pagamento, and 4. Resumo. Below the progress bar, there is a section titled "Morada de Faturação" with the address "4050-483 Porto Rua do Pinheiro Luís Antu..." and buttons for "Atualizar Morada" and "Adicionar Nova". To the right, a "Compra segura" section titled "A sua compra" shows the order summary: "Valor dos artigos" € 41,46, "Custos de envio" € 0,00, and "Total a pagar: € 41,46". There are "Continuar" and "Voltar" buttons. Below the address section, there is a "Método de Pagamento" section showing a "Cartão Continente" with a balance of € 9,16 and a "Usar" button. At the bottom, there is a section titled "Escolha o método de pagamento" with options for "VISA", "MasterCard", "PayPal", and "MB WAY".

Thanks to OSF, Wells now has a feature-rich ecommerce platform that can support +19k SKUs.

Wells now has **replaced its six transactional and non-transactional sites** and **unified its existing online presence** under a single platform, reinforcing both the user experience and Wells brand image.

With a brand-new online shop, Wells is now well-positioned to **offer an enhanced user experience** on mobile devices, **increase customer outreach** and **boost sales**.



TESTIMONIAL

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Our Work Through the Eyes of Our Clients

The new online store resulted of a marathon of a global team that worked successfully together for a common goal. Since launch, wells.pt has exceeded customer expectations with an increase in NPS and achieved an all-time high in online monthly sales, confirming its strategic goals.

Vítor Garcia

Head of Digital Transformation, Wells

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TESTIMONIAL

Our Work Through the Eyes of Our Clients

The Rocket Program was a game-changer initiative from both a Technological and Business perspective, with the implementation of a new autonomous ecommerce operation for Wells. We restructured our Business Operation based on this implementation and we established full-time development and operations teams. OSF was our IT partner for the store-front transformation adding technical expertise in Salesforce Commerce Cloud and bringing e-commerce knowledge to the discussions.

Eduardo Coelho

Area Manager Health & Wellness & People DLV, Wells



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THANK YOU
