



FOREFRONT



salesforce

ForeFront D2C With Automotive Cloud

ForeFront expertise and advanced Salesforce technologies combine to enable sophisticated, end-to-end direct-to-consumer sales.

The first thing to know: Salesforce Automotive Cloud is not for the big automakers. It's for the rest of the industry -- companies that make semi-tractors and trucks, that build heavy equipment, that turn chassis into fire trucks and school buses, that produce specialized industrial, construction and materials handling vehicles, that create customized work trucks, ambulances and wheelchair-accessible vans, and that manufacture, distribute and sell OEM and aftermarket parts.

The second thing to know: That no matter where in the industry your company operates, success today (and tomorrow) depends on providing an exceptional customer buying experience.

An alternative ecommerce sales channel – direct-to-consumer (D2C) – offers the opportunity to build highly personalized, high-lifetime-value, end-to-end relationships with your customers. And **ForeFront D2C With Automotive Cloud** makes it happen by combining the advanced capabilities of the Salesforce Platform with the sophisticated, industry-specific functions of Salesforce Automotive Cloud.

The benefits of D2C: Accelerated growth, increased revenue, reduced costs, a more effective purchasing experience, and first-party data on your customers.

Our experience shows us that, for most B2B and dealer-channel companies, making the move to D2C ecommerce requires a fundamental shift from the traditional B2B mindset, a team of ecommerce experts and a powerful ecommerce toolset.

ForeFront D2C With Automotive Cloud

enables and guides your strategic, organizational and operational changes, makes the critical connections between your systems, builds processes that ensure your price, product and inventory data is always correct and current, and provides the Salesforce technologies that deliver seamless, personalized buying experiences and enable a customer-centric approach to ecommerce.



With **ForeFront D2C With Automotive Cloud**, you get...

- A powerful consumer-centric platform across multiple Salesforce clouds.
- A clean, simple user interface that drives sales.
- The ability to collect and unify data from every customer touchpoint.
- A single, central data structure to ensure all your data is current and correct across your organization.
- The ability to personalize offers, product assortments and promotions.
- Integration with Logik.io CPQ to enable customer self-service configuration.

In addition, our **Concierge Commerce Accelerator** enables a customer-centric approach that gives you the ability to offer each customer...

- Replacement parts catalogs based on purchases.
- Detailed purchase histories and case histories.
- Complete product information, including purchase documents, training information and manuals.
- Detailed warranty information, including claims and registration.

Are you ready to create an exceptional D2C buying experience? **Get the capabilities you need now with ForeFront D2C With Automotive Cloud.**



**D2C offers an
opportunity to
build high-value,
high-touch,
end-to-end
customer
relationships.**

ForeFront delivers: Automotive aftermarket parts manufacturer

A manufacturer of truck caps and tonneau covers set out to implement a dealer-focused ecommerce hub, but in mid-project its vision changed, and it also built a consumer experience using B2B commerce tools. The result: two solutions with significant functionality issues.

The company identified multiple needs: a true direct-to-consumer (D2C) buying experience, improved inventory visibility, better customer communications (no email or calls), an upgraded post-checkout experience, and a better dealer-focused ecommerce hub.

ForeFront created a D2C journey that enables consumers to purchase tonneau covers, allows customers to configure truck caps online, and then connects the customer with a dealer. These leads are delivered to dealers via a new hub, and the sale is completed with the dealer.

The integrated solution, built with Salesforce Commerce Cloud and Salesforce Experience Cloud (plus Threekit configuration tools), delivers a sophisticated customer buying experience and an improved dealer experience, as well as upgraded order management, inventory management and customer interaction.



Get more information.

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Salesforce Expertise and Integration Excellence

ForeFront is a global systems integration firm that provides a broad range of solutions utilizing the Salesforce Automotive Cloud, Manufacturing Cloud, Revenue Cloud, Service Cloud, Commerce Cloud and Experience Cloud.

Our strong experience and deep knowledge of the Salesforce multi-cloud platforms give us the ability to solve complex challenges in the manufacturing, automotive, energy, healthcare/ life sciences, consumer packaged goods, media and technology/software industries.

With offices across the United States and Europe, we work every day to keep our market-leading client companies *at the forefront*.

To learn more about our services, go to

[ForeFrontCorp.com](https://www.ForeFrontCorp.com)

