Sweet smell of success from cross-cloud implementation

The challenge

In February 2017, Crabtree & Evelyn set out to rebrand the company; as part of this rebrand there was a requirement to change the way customers were managed.

Before the rebrand, customer records, transactions, product lists and analytics, among other assets, were stored in disparate locations around the world, managed by different teams, in different ways with varying messaging across central and north America, Europe and Asia.

The main challenge the business faced prior to rebranding and the adoption of Salesforce Sales & Marketing Cloud was the lack of unity between business units making management of a consistent set of processes and client communications very difficult. An example of issues Crabtree & Evelyn was facing was inconsistencies with the content, look and feel of their messaging as well as how customers and prospects were targeted with marketing at a global scale.

Specific goals were:
- Improve the consistency of all communications across all touchpoints
- Centralise asset management
- Improve country-specific communications
- Introduce a customer loyalty scheme
- Increase automation and standardisation

The solution

The solution **makepositive** architectured for Crabtree & Evelyn included:

- 19 points of integration with external sources, including analytics tools, recommendation engines, content management systems.
- 10 Crabtree & Evelyn websites in 8 different languages in 10 countries
- Multiple Salesforce platforms including Commerce Cloud, Sales Cloud and Marketing Cloud.

The results

The solution architecture allowed Crabtree & Evelyn to manage all customer data in one place. We designed a solution to integrate across multiple platforms and, using workflows implemented by the makepositive team, tailored to Crabtree & Evelyn's customer needs as well as the operational requirement of the global team.

Among the outcomes of this project was:

- The ability Crabtree & Evelyn had to reduce the effort in maintaining assets, improve data quality, improve maintaining records
- Centralising customer data including transactional data, analytics and managing workflows across the global teams
- Standardise processes and marketing approach at a global scale

This means Crabtree & Evelyn is able to scale the business a lot quicker and closely monitor customer behaviour, reward customers and target prospects in a consistent and easy way through one single platform.

makepositive