



Lightning Lobby Reshapes the Future of Commerce Cloud



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Cloud Overview

Salesforce Commerce Cloud offers SaaS based flexibility for consolidating the way businesses engage with their customers through multiple channels and devices. Commerce provides a seamless customer experience that can manage products, promotions, and pricing through a panoramic customer view.

Practice Overview

Cognizant's comprehensive Commerce Practice (B2C, B2B, B2B2C) employs a right-shored teams model. The practice resides within the larger Salesforce organization which allows us to maximize clients' ROI through Cross-Cloud capabilities. Our abilities and track record are demonstrated through the more than a dozen Digital Commerce engagements successfully transitioned in the last 24 months. One key example of our innovative approach - Lightning Lobby (LL) - illustrates our forward thinking and commitment to deliver the highest value to our clients. With LL, we enable the Ultimate 360 degree customer experience by offering Omni channel components and superior development capabilities.









Features

- 1 Omni Channel Order History, Invoicing and Shipment Tracking
- 2 Lightning Tool Kit for Easy Site Administration
- 3 Enhanced UI/UX & Branded Experience for the Buyer
- 4 Next Gen Performance Capabilities
- 5 Lightning Fast Lobby & E-Commerce Platform
- 6 Expanded Product Complexity for the Commerce Platform



Cognizant Lightning Lobby

Commerce Cloud powered by Lightning Lobby - the commerce solution that connects the entire customer experience delivering anytime, anywhere

-  Ultimate Customer 360 Experience
-  Omni Channel Integration
-  Advanced Reporting Capabilities
-  Expedited Speed to Market
-  Customer Experience Consultation
-  Customer Service Portal
-  Account Portal
-  Partner Community

 **110+**
Dedicated Associates

 **55+**
Salesforce Certified Associates

 **100%**
Commerce Trained Associates

 **15+**
Commerce Accredited Associates

Business Advancements

- 1 Predictive Intelligence**
Commerce Cloud can now offer custom experiences through predictive intelligence leveraging the recent integration with Einstein
- 2 Time to Value**
The process of ideation to execution has never been simpler or faster - this opens up possibilities for you to innovate and express emphatically
- 3 Open Customization**
Have the freedom to offer every customer a truly tailored experience
- 4 Scalability**
Any spikes in traffic or demand are met swiftly by the platform to help you deliver at scale
- 5 Multi-Channel**
Engage your customers through various channels to offer convenience and cultivate higher revenues



Customer Success



Consumer Goods – Toy Manufacturer

Enhanced customer experience and ease of doing business by implementing Community Cloud and B2B Commerce Cloud solution. This elevated market expansion and wholesale self service.



Retail – High End Fashion Retail

Enabled Next-gen Customer Engagement with Customer 360 degree view using Sales Cloud, Community Cloud and B2B Commerce Cloud.



Manufacturing – Global Industrial Parts

Transformed customer interactions by evolving customer self service and ease of doing business. Online catalog access by industry was also enabled through implementation of B2B Commerce Cloud.



Medical Device Manufacturing

Building single order view to improve customer service, inventory tracking and management with Community and B2B Commerce Cloud.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.



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