

Checklist:

10 Ways to Speed Cart to Cash With Salesforce Commerce Cloud.



COMMERCE CLOUD CHECKLIST

10 Ways to Speed Cart-To-Cash With Salesforce Commerce Cloud

☐ 1. MEET YOUR CUSTOMERS WHERE THEY ARE

Salesforce Commerce Cloud offers powerful omnichannel capabilities, so you can reach B2C customers wherever they are.

Take advantage of mobile, social, and payment capabilities to create the seamless B2C experience that your customers expect.

☐ 2. OFFER A CONSUMER-FRIENDLY B2B EXPERIENCE

B2B buyers are consumers too, and Salesforce projects that 50% of B2B revenue will come from digital channels by 2023.

Optimize ordering and start collecting revenue faster with streamlined tools that give you a competitive edge in the [B2B2C space](#).

☐ 3. UNCOVER EFFICIENCY WITH ORDER MANAGEMENT

Cut costs and [fulfill orders faster](#) with seamless integration between back-end functions and your commerce experience.

Use scalable systems that can respond to rapid changes in demand and supply chain, and ensure that you keep your customers happy.

☐ 4. SIMPLIFY PAYMENTS TO COLLECT REVENUE FASTER

Get to market faster by simplifying commerce payments at scale.

[Chargent for Commerce Cloud](#) helps B2C and B2B organizations drive speed to market by connecting payment gateways directly to Salesforce Commerce Cloud, including Salesforce Order Management, B2B Lightning, and B2B2C Commerce.

☐ 5. SAVE TIME WITH READY-TO-TRANSACTION PAYMENT GATEWAY INTEGRATIONS

In digital commerce, every minute counts, including time to get to market.

Chargent for Commerce Cloud makes it easy to connect to your preferred payment gateway, fast — without taking on time-consuming custom development or committing to ongoing maintenance.

☐ 6. REDUCE PCI COMPLIANCE SCOPE

Taking payments online means you must be [PCI compliant](#) - or run the risk of incurring thousands of dollars in fees or losing your merchant account.

Chargent for Commerce Cloud [securely tokenizes](#) payment details, while never saving card numbers to Salesforce, making it easier for you to maintain PCI compliance.

☐ 7. GAIN A 360 VIEW OF YOUR CUSTOMER

With Salesforce Commerce Cloud, you can break down data silos to bring together your valuable customer and payment data.

Better data drives better customer experiences — create personalized interactions that drive loyalty and ultimately, more sales.

☐ 8. TAP THE POWER OF INTELLIGENT AI

Modern commerce sites demand a deep understanding of your users. Who are they and what are they going to buy?

Salesforce helps you answer these questions with state-of-the-art user experience and artificial intelligence tools. They've done the deep thinking, so you can focus your attention where it belongs — on your core business.

☐ 9. COUNT ON SALESFORCE RELIABILITY

A commerce system built on the Salesforce platform means that you can count on their 99.9% uptime record.

Because the most important thing about any commerce system is that it's available when your customer is ready to buy.

☐ 10. CONNECT TO THE SALESFORCE PARTNER ECOSYSTEM

Salesforce Commerce Cloud connects to a wide range of pre-integrated ISVs, [like Chargent](#), to tackle shipping and other essentials to support your ecommerce operations.

Visit the [AppExchange](#) to find the partners you need, and identify new solutions as your business needs change.

Get to market faster with secure, consumer-friendly payments powered by Chargent! [Talk with us](#) today to get started.



**Want help completing
this essential checklist?**

WE'RE ALWAYS HERE TO HELP!

Sales@AppFrontier.com

