XCENTIUM
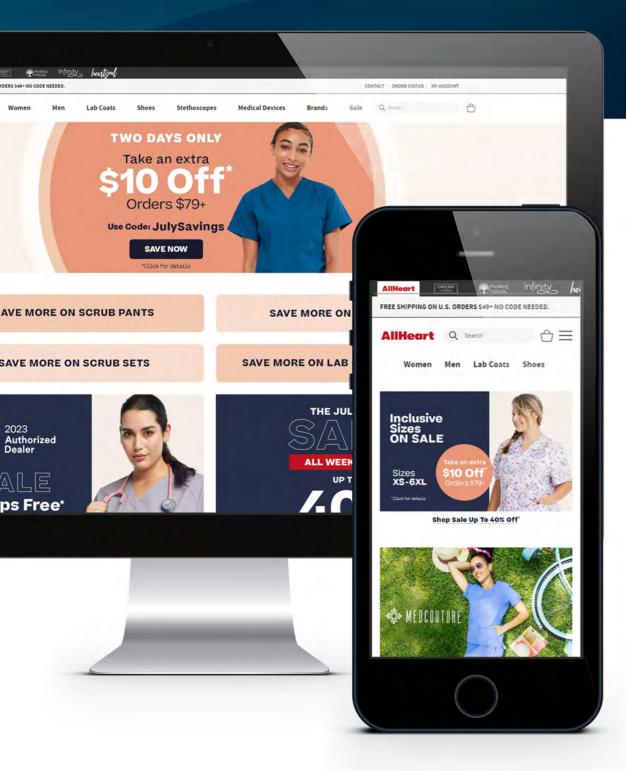
Careismatic Brands has been an innovator in the medical apparel and footwear space with a growing portfolio of brands and products across the health and wellness spectrum. One of its brands is All Heart, a one-stop shop for healthcare professionals, with a vast selection of apparel, accessories, footwear, medical instruments, and more.

Bringing Together Style and Functionality

All Heart partnered with XCentium for a re-design and re-platform project on Salesforce Commerce Cloud which included a multi brand, global solution. Several microsites and a custom quote tool were implemented for B2B users.

Numerous UI/UX improvements were made, including extensions for single-page checkout, PLP, PDP, Cart, embroidery, and engraving features. Being up to standards with compliance and regulations, the new All Heart solution is ADA WCAG 2.0, CCPA, and GDPR compliant.

All Heart utilizes Authorize.net payment processing to improve authorization rates and Avalara to automate tax compliance and improve accuracy. Connecting with their customers and marketing to them was made easier by leveraging the same Salesforce ecosystem and utilizing Salesforce Marketing Cloud with Google Tag Manager integration. All Heart was also able to collect and display user generated content and reviews.

Extending the Salesforce Ecosystem

Being a retailer, All Heart wanted to improve and extend its commerce solution to Salesforce Order Management. In addition to a standard order flow, the new Salesforce Ordre Management system supported rapid replenishment, split ship, dropship, and backorder features. Customers had the ability to purchase in bundles, with personalization, or include gift wrapping and messaging.

Other integration included OrderLogix, Softeon, and Narvar, all of which improved the omnichannel approach to order and warehouse management. Special functions included the manual overriding of business rules for B2B buyers, order modifications, order clone, and exchange.

CLIENT

All Heart

WEBSITE

www.allheart.com

INDUSTRY

Retail

SOLUTIONS

Salesforce Commerce Cloud
Salesforce Order Management System
Salesforce Marketing Cloud
Mulesoft
Avalara
Authorize.NET
Paypal and Amazon Pay
Google Tag Manager
Vertex
Hawk Search / Bloomreach
OrderLogix
Softeon
Narvar

Key Features

- Advanced shipping options
- Customer service functions
- Special product handling
- Split ship criteria
- Manual override of rules for B2B use cases

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