

# Enabling a 20 Percent Boost in Sales With an Easy Credit Pay Option

## Case Study



## Overview

### Enhancing a B2B commerce cloud portal

A large American toy manufacturer, popular for its range of wooden puzzles, arts and crafts products, plush toys, and educational toys, was looking to enhance its B2B commerce cloud portal with better credit payment options.

#### **Zensar's brief:**

- Evaluate and implement a payment gateway with credit pay options.
- Ensure all the Salesforce cloud products and the payment gateway are seamlessly integrated.

#### **Beyond the brief:**

Accelerated solution deployment with two key actions:

- Agile delivery achieved within six weeks.
- Parallel implementation of the payment gateway and Salesforce Order Management.



## Challenges

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### Need for faster go-to-market

The client's technology team needed assistance to shortlist a hassle-free credit payment gateway option for its B2B customers on its e-commerce portal. In addition, given the competitive market environment, there was pressure to accelerate the implementation and integration with its existing cloud ecosystem.



## Solution

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### Seamless TreviPay integration

As our client's technology partner, we collaborated with the client's team every step of the way across the discovery, planning, and deployment phases of the solution.

#### Phase 1: Discovery

We started the engagement by gaining a deep understanding of the client's cloud ecosystem, which comprised these key components:

- **Salesforce Commerce Cloud:** This cloud-based suite of products enables e-commerce businesses to set up e-commerce sites, drive more automation, and provide customers with seamless shopping experiences.
- **Salesforce Experience Cloud:** This gives businesses the power of a social platform. It helps streamline business processes by sharing data and files to the internal and external users chosen by the business to allow them to collaborate in real-time, from anywhere.
- **Salesforce Order Management:** This cloud-based order management system helps businesses manage orders, payments, cancellations, and returns.

#### Phase 2: Planning

In this phase, we carried out three key actions:

- **Evaluate:** Leveraging our insights from the discovery process, we evaluated various payment gateway options that aligned with the client's requirements and finally shortlisted TreviPay.
- **Design:** We then designed the implementation and integration processes, covering TreviPay, Salesforce B2B Commerce Cloud, Salesforce Experience Cloud, and Salesforce Order Management.
- **Verify:** Finally, we presented the client with quick proof of concepts to verify the functioning of the credit payment gateways and finalize the solution.

### Phase 3: Deployment

We deployed a solution that enabled a seamless customer experience, with a solution design that factored in checkout processes that accommodate the credit payment option for new and existing TreviPay credit customers as well as best practices required to integrate with Salesforce Order Management.



## Impact

### Increased sales and satisfaction

- Faster go-to-market with a six-week Agile delivery
- Seamless implementation of the TreviPay application

**Business outcomes:** The solution, with easy credit payment options, enabled a 20 percent increase in online sales with enhanced end-customer experience.

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