

Hyper-personalized Commerce

Unleash the combined power of
Salesforce + Databricks



Overview

Combining Salesforce and Databricks enables retailers to unify customer engagement with deep data intelligence. This integration powers hyper-personalized experiences, demand-driven inventory planning, and real-time decision-making. The result is a connected retail ecosystem that improves customer satisfaction, optimizes operations, and drives scalable, data-driven growth.

Key Solution

Data Ingestion in Databricks

- Collect data from e-commerce, POS, loyalty systems, browsing behavior, and external signals (seasonality, trends).

Data Processing & AI Models

- Use Databricks to:
 - Segment customers
 - Predict purchase intent
 - Generate product affinity models
- Inventory & Supply Data Integration
 - Pull ERP and warehouse data (inventory levels, stock availability, delivery timelines).
- Insight Activation in Salesforce
 - Push enriched customer profiles into Salesforce and map to customer records.
- Hyper-Personalized Engagement
 - Salesforce triggers:
 - Personalized recommendations
 - Targeted campaigns
 - Dynamic offers (only for in-stock items)
- Order Capture & Fulfillment Sync
 - Orders placed in Salesforce/commerce platform sync with ERP for fulfillment.
- Closed-Loop Feedback
 - Customer responses and purchase behavior are fed back into Databricks to refine models.

Key Pointers

- End - to End Expertise
- Rapid MVP Implementation
- ROI Realization
- Proven Procedures and Tools
- Consultative approach for next steps

