



Scaling Digital Growth With An Innovative Grocery Ecommerce Solution

Continente is a hypermarket retail chain and part of Sonae MC, the largest retailer in Portugal and a leading player in the Portuguese food retail market.

Continente's existing e-business platform wasn't flexible enough to meet the company's business needs and keep up with its growth. The company wanted to establish a consistent digital system by unifying its tools and processes. Continente needed a strategic partner to successfully replatform, deploy, support, and maintain its ecommerce program and replace the various existing solutions it had in place.

"OSF played a major role for us to be able to provide a new experience to our customers, bearing in mind the specificities of our grocery business, the standards of our value proposition and the need to integrate with our legacy systems."

Pedro Santos
Head of Ecommerce, Sonae MC

A POWERFUL AND INNOVATIVE GROCERY-SPECIFIC ECOMMERCE SOLUTION

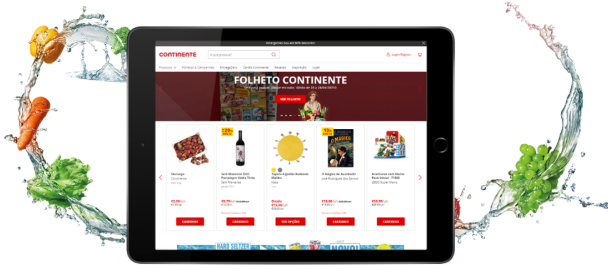
150+ Content pages

5K+ Orders daily

38K+ SKUs

25 Fulfillment stores

A CUSTOM APPROACH: THE IMPLEMENTATION OF GROCERY-SPECIFIC FEATURES



To help Continente reach its business and technical goals in terms of scalability, stability, and web performance, we replaced Continente's legacy e-business platform and implemented a new, flexible and scalable Salesforce Commerce Cloud-based ecommerce solution with a variety of grocery-specific features, including:

- ✓ Products sold by weight/capacity or units
- ✓ Maximum order quantity limit for products
- ✓ Home delivery or pick-up in store
- ✓ Discount savings accumulated on the loyalty card
- ✓ Nutritional data displayed on products
- ✓ Product suggestions
- ✓ Free delivery service subscription
- ✓ Promotional badges
- ✓ Reordering favorite products
- ✓ Delivery time slot options
- ✓ Substitute selection if a product is unavailable at order preparation

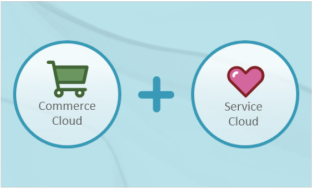


TEAM ONBOARDING

To ensure Continente can leverage the full potential of its powerful ecommerce solution, we assisted the company with the onboarding of its business and technical teams, [educating them on Salesforce Commerce Cloud](#).

COMPLEX INTEGRATIONS

To create a unified, consistent digital system, we integrated Continente's brand-new Commerce Cloud platform with its existing Salesforce Service Cloud, a variety of third-party solutions and its existing back-end systems.



TECH STACK

SALESFORCE PRODUCTS



commerce cloud



service cloud

EMAIL MARKETING



SendGrid



e-go

CUSTOMER EXPERIENCE



Loyalty (CLL)

PAYMENT



ADVERTISING



INSIGHTS



AWARD-WINNING GROCERY PROJECT

OSF was recognized with the 2020 Salesforce Partner Award for the "Most relevant Commerce Cloud project" in Iberia for this project.