publicis sapient
salesforce

World-class digital business transformation + the world's #1 CRM

As an industry-leading Salesforce Partner, we help businesses maximize their Salesforce investment by unlocking the power of Data and AI across the platform. Our teams bring deep industry expertise spanning the Salesforce ecosystem to deliver end-to-end solutions that deliver measurable value and accelerated growth. From generative AI to personalization, retail media networks, digital commerce and customer data platforms, we empower organizations to deliver meaningful customer experiences, streamline operations, and pull ahead of the competition.

Connect with your customer where, when and how they want with the most trusted, comprehensive, data-driven platform available.

Digital Commerce

Fuel your growth with cutting-edge digital commerce solutions.

- **Commerce Strategy and Transformation:** Strategic planning, technology selection, and ongoing support to ensure that commerce strategies are tailored to your business objectives.

- **Rapid Composable Commerce Site Deployment:** Salesforce Commerce Accelerators and RACE offering to quickly stand up your site with the latest user experience trends and technology.

- **Deliver Conversational Experiences:** Stand out on social platforms like WhatsApp and TikTok with real-time offers, promotion to purchase, and abandoned cart management.

- **Cutting-Edge, Future-Ready Architecture:** Future-proof your business with cutting-edge solutions like headless architecture, Composable Commerce, Data and AI, and Social Commerce.

- **Real-Time, Data-Driven Decisions:** Harness the power of Data and AI to react and adapt to customer expectations, personalize their experiences, and ensure performance at scale.

Experience Transformation

Meet customers and your team where they are with a comprehensive, unified digital strategy.

- **Journey Orchestration:** Craft exceptional, seamless customer and employee experiences with data-driven journey design, identifying opportunities to adapt, exceed expectations and boost satisfaction.

- **Omnichannel Engagement:** Deliver consistent engagement across all touchpoints, including leading social platforms like WhatsApp and TikTok, to strengthen brand reputation and loyalty.

- **Conversational Experiences:** Enable meaningful customer engagement on popular messaging apps, like WhatsApp, by leveraging AI to personalize interactions, streamline processes, and enhance satisfaction across all touchpoints and industries.

Customer Engagement

Harness the power of Data Cloud to translate data into actionable connections with comprehensive digital strategies.

- **Digital Identity:** By consolidating unknown, partially known and identified customer information into unified profiles, we help businesses identify their customers and cater to them across various stages of their life cycle.

- **Personalization:** We orchestrate data across your market and adtech ecosystem to enable cross-channel, personalized interactions at every touchpoint in the customer journey, serving up hyper-relevant offers and messaging tailored to preferences for experiences that feel like magic.

- **Loyalty:** We design and build best-in-class loyalty solutions leveraging a cross-cloud suite of Salesforce tools, with Loyalty Cloud as the core component. Our customer-centric approach orchestrates personalized experiences across all touchpoints, placing brand loyalty at the center of your organization.
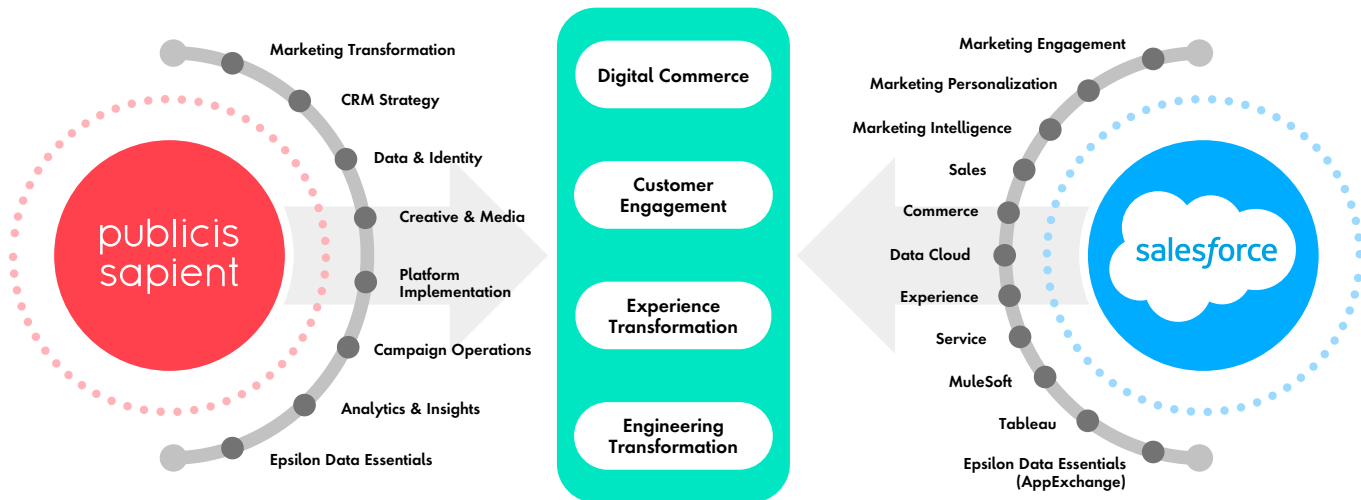
Digital Engineering

Accelerate your business's digital transformation with seasoned experts focused on your strategic objectives.

- **Strategic Advisory, Maturity Assessments & License Audits:** Delivering valuable insights, guidance and compliance assurance to optimize business strategies, assess organizational maturity, and ensure software license compliance.

- **Custom Applications:** Tailor-made solutions designed to meet specific business needs and enhance functionality within the Salesforce platform.

- **Enterprise Integration Services with MuleSoft:** Provide seamless connectivity between disparate systems, enabling efficient data exchange, streamlined workflows, and improved business agility.

- **DevOps Transformation:** Bring together development and operations teams, fostering collaboration, automation and continuous delivery, resulting in faster software development, improved quality, and increased business agility.

Driving connected experiences together through digital business transformation

Our partnership with Salesforce leverages the Publicis Groupe capability hubs—from business strategy and integrated technology to implementation, brand advertising, and creative production—providing clients with end-to-end, ongoing operational support and strategy across the entire Salesforce suite of products.

What sets Publicis Sapient and Salesforce apart

Publicis Sapient is at the forefront of driving digital business transformation. Our unique approach, deep industry knowledge, and innovative solutions set us apart in the Salesforce ecosystem.

- **Experience-Led Approach:** We prioritize experience, focusing on delivering the highest ROI for our clients. Our customer-centric approach aligns key stakeholders across various business lines to foster collaboration and ensure brand trust.

- **SPEED Capabilities:** Our SPEED framework activates expertise with Strategy, Product, Experience, Engineering and Data & AI. This holistic approach allows us to deliver comprehensive solutions that drive digital transformation at a rapid pace.

- **Navigating Complexity:** In the face of growing data volumes and rising customer expectations, we help businesses navigate disconnected point solutions and fragmented data. Our solutions integrate AI, data and CRM to enhance employee efficiency and deliver measurable business outcomes.

- **Innovation and Leadership:** Our unique offerings, such as WhatsApp and Gen AI, demonstrate our commitment to innovation. Our involvement in Salesforce's Partner Advisory Boards showcases our industry leadership and dedication to shaping the future of Salesforce solutions.

- **Value-oriented:** We excel at helping customers organize their cross-cloud use cases in ways that draw the most value out of the platform in the least amount of time, letting incremental ROI gains pave the way for continued use-case evolution.

When companies understand the **what** and **why** but struggle with the **how** of digital transformation, Publicis Sapient steps in. We leverage our cross-cloud expertise to help clients maximize their Salesforce investment and thrive in the future.

LET'S CONNECT

Contact us for a review of how our capabilities and partnership with Salesforce can establish, augment and extend your digital transformation.

Jason English
Global Practice Lead
email: jason.english@publicissapient.com

For more information, please visit **publicissapient.com/partnerships/salesforce.**

ABOUT PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit **publicissapient.com**.