



**Faculty of Science and Engineering Department of Computing
ITEC832: Enterprise Application Integration**

**Group Assignment 3
BPM with SaaS Solutions
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SECTION 1 Executive Summary

Introduction

Lorna Jane is Australia's leading manufacturer and retailer of women's active lifestyle clothes. Their first store started in Brisbane, Australia but they have grown over the past 30 years and they currently have 200 stores across 17 countries and the estimated value of their business is at \$500 Million.

Philosophy

Their philosophy is to not only sell activewear but also promote healthy lifestyle among women which they sum up in 3 words which is MOVE, NOURISH and BELIEVE. It means move your body every day, nourish from the inside out and believe that anything is possible. This type of philosophy transcends to all their work which reflects never give up mentality and emphasizes on quality.

Goal and Focus

In terms of running their business, they firmly believe in customer loyalty and focus. They keep their connection to the customers and that's the reason social media is very important for them. It's their primary way of getting customer feedback. They take note of both the good and bad feedback they get customers from all channels but primarily social media. They also use social media to connect and speak to their customers about what they represent and value. To further expand their customer focus commitment, they are using Salesforce ExactTarget Marketing Cloud Solution to further strengthen their relationship with customers and to better capitalize on their social media.

Significant Processes Affected

The primary process that is affected by implementing the Salesforce Marketing Solution is the way Lorna Jane manage their social media platform and it can be further broken down on the following sub processes.

- a) Getting customer feedback from their channels
- b) Publishing media to their channels
- c) Advertising on Social Media
- d) Reporting based from Social Media Data

How does technology deliver IRACIS? – Increased Revenue, Avoidance of Costs or Improved Service:

The direct benefit of implementing a Salesforce Marketing Cloud Solution is increased in online retail sales revenue. The solution manages the various online channels of Lorna Jane by doing the following:

- a) Providing visibility in social media feedback and consolidating those for the product team's insight
- b) Creating targeted content and promotions to various social media users
- c) Managing distribution of media contents
- d) Providing data and reports on campaign and product performance
- e) Directing traffic to Social Media accounts of Lorna Jane.

All of the items mentioned above contribute to overall customer and brand loyalty and thus it results to more sales for Lorna Jane.

Project Deliverables

1. Salesforce Marketing Cloud Solution with the following sub modules.
 - a. Radian6
 - b. Buddy Media
 - c. Social.com
 - d. Hootsuite
 - e. Data Hug
2. Analytics for reporting and data analysis regarding campaign performance and other customer related measurements
3. Integration with Social Media Platforms such as Facebook and Instagram
4. Integration with their other systems for previous customer data and ERP for financial information on advertising spends

Project Metrics

Below is the average benefit of Salesforce to a company. For Lorna Jane, the impact of the 27% increase in sales revenue is in their Online Retail Sales.

+27% increase in sales revenues

+32% increase in lead conversion

+34% increase in customer satisfaction

+56% faster deployment

Below is the sample actual metrics from Salesforce Social.com

Sample Metrics on Social.Com – Campaign measurements.

- a) Clicks
- b) Impressions
- c) Spend
- d) Advertising Spend

Return on Investment Computation

Implementation Cost (Assumption)

- a) Vendor Cost for implementation (Assumption) – \$25,000,000
- b) Integration cost with 5 or more system (Assumption) – \$3,000,000
- c) Total Implementation Cost = \$28,000,000

Yearly Subscription Cost

SalesForce Marketing Cloud (Advanced) \$4,000 per month which is 48,000 per year

	2012	2013	2014	2015	2016	2017	Total
Benefits							
Online Retail Sales	0	10,300,000	13,390,000	17,407,000	22,629,100	29,417,830	93,143,930
Costs							
Implementation	28,000,000						
Subscriptions Cost	48,000	48,000	48,000	48,000	48,000	48,000	28,288,000

$ROI = (\text{Net Profit for 5 years} / \text{Total Investment for 5 years}) * 100$

$ROI = (93,143,930 / 28,288,000) * 100$

ROI = 229% is the total benefit in percentage from the investment of SaleForce Marketing Cloud Solution. The estimated payback period is 2.5years from the 2012. This means that's Lorna Jane is getting 2.3 times the benefit from investing in SaleForce.

SECTION 2 Pain Areas of Lorna Jane

Lorna Jane focuses on customer welfare on providing high quality motivational activewear following Lorna Jane's philosophy – "Move, Nourish and Believe".

Lorna Janes not only sell active women wear but also provide their customers with motivation & inspirational books to remain fit and healthy as well as their very friendly staff help the customers in their active journey.

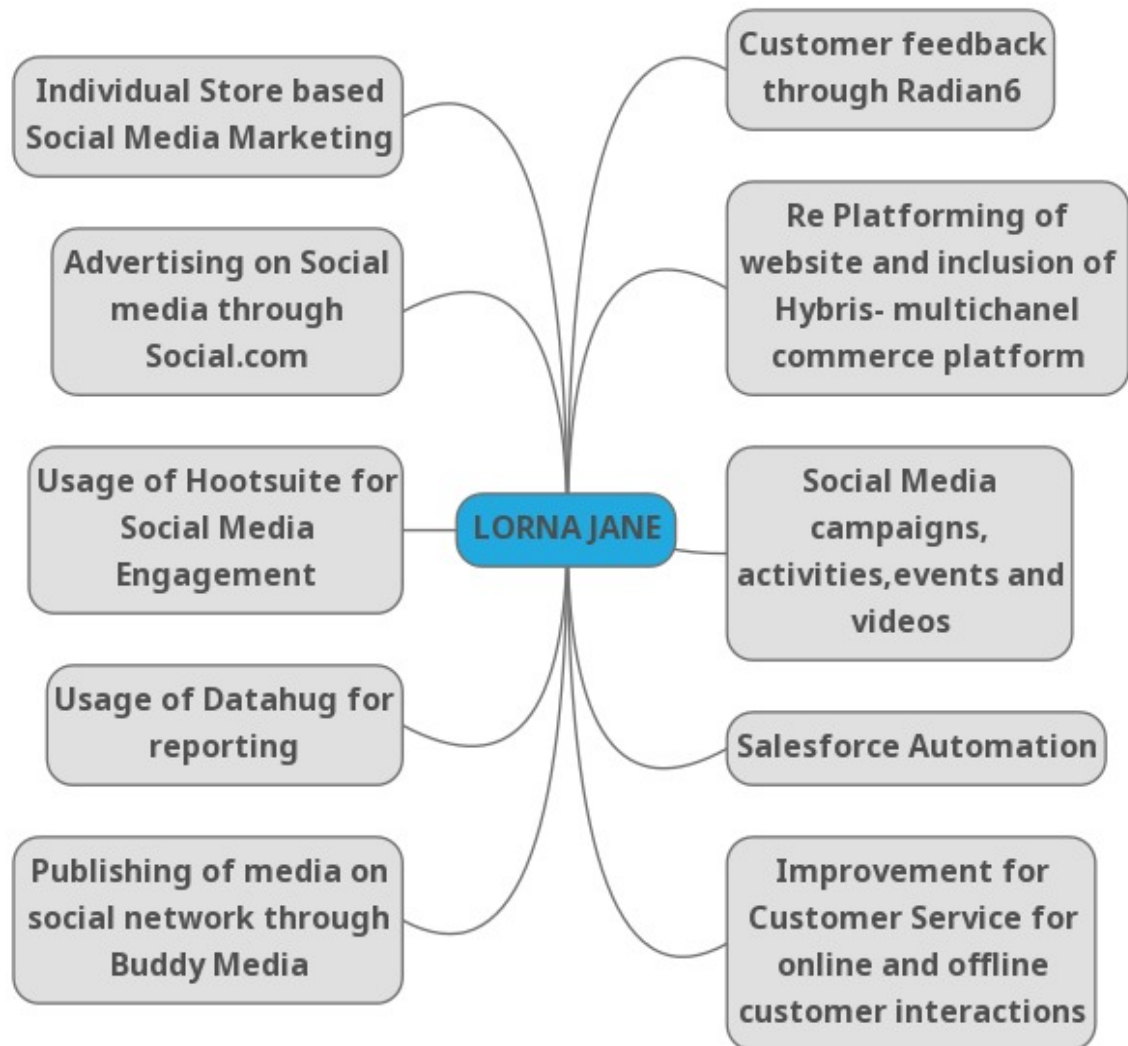
Intangible assets are provided to customers in terms of customer satisfaction, well trusted brand, image of the customer of being good.

Lorna Jane currently has 80 Australian Shopfronts and 5 shops overseas and starting to go into online engagement.

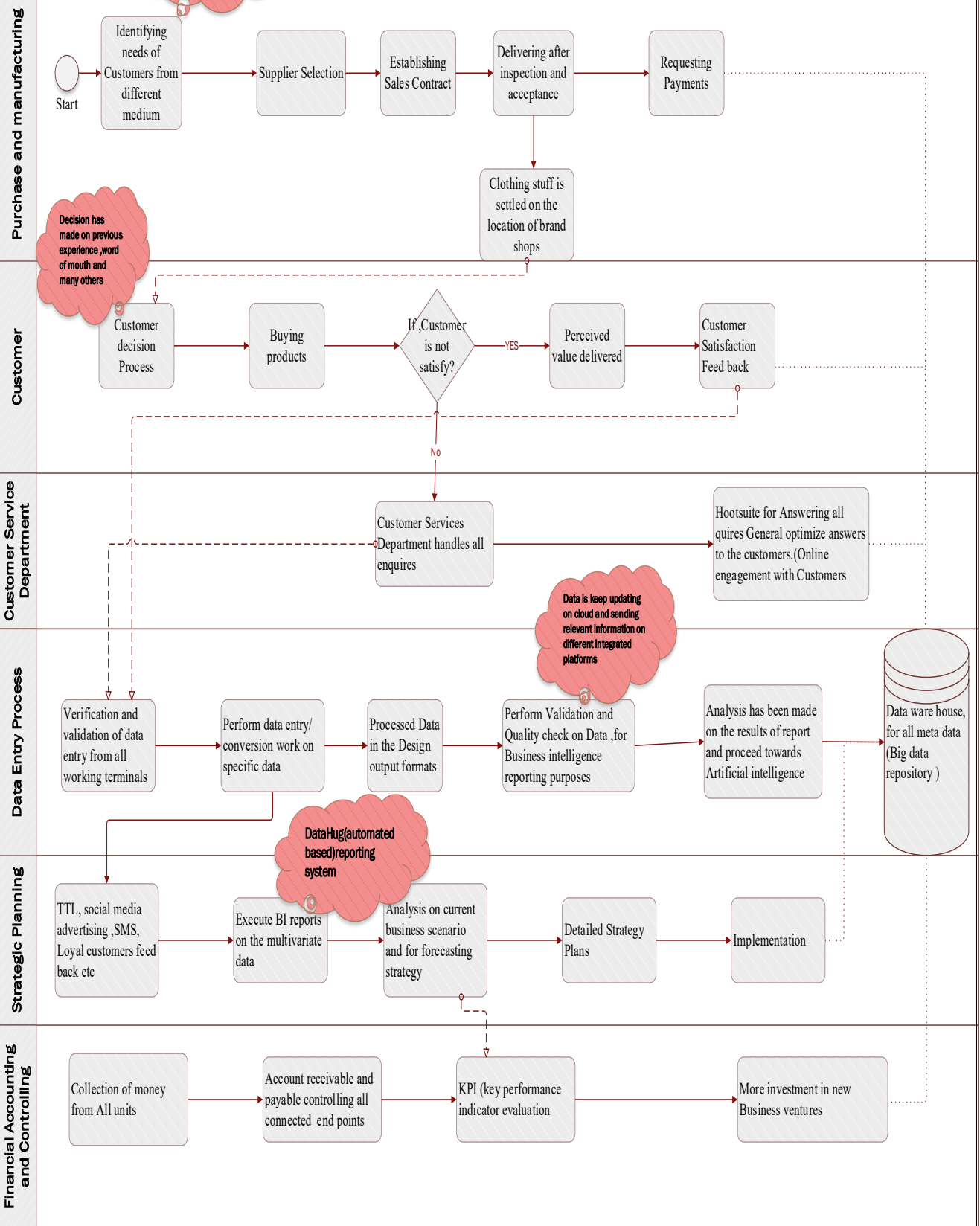
The main pain areas in their current As Is Model are:

- a) They have very limited ATL (Above the line) Marketing. They do not invest much in advertising and little/Zero Digital Presence.
- b) They care for their retail customers and convert them into loyal customers but they lack skillsets required to attract new customers.
- c) Their main belief is to listen from their customers and improve on the products but the current customers are very much digitalized and Lorna Janes are lacking in understanding their needs.
- d) As Lorna Jane is increasing their Retail presence globally but lack connecting to customers through social media which their competitors are doing very well. Lorna Janes have their Social Media presence but they are unable to capitalize it and lack tools to analyze their social media presence. They lacked Social Media strategies to determine key insights why their competitors are becoming successful.

Mind Mapping



TO BE PROCESS FOR LORNA JANE FUNCTIONALITY FOR SAAS IMPLEMENTATION



SECTION 3 Detailed Summary of improved process

1. Purchase and manufacturing unit is the most vital process of Lorna jane (active living) women brand .In this unit process starts from identifying needs of customer from different medium such as (TTL ,Social media advertising etc.),this can be processed by API add on in the current process of Lorna jane. From salesforce “buddy media” and radian6 are the best platform to introduce an exclusives APIs’ in SaaS implementation in salesforce CRM.

- a) Supplier selection and pricing is fixed after getting opinions and approach of customers towards brand collection.
- b) Establishing sales contact with vendors.
- c) After receiving consignment of clothing from industry, inspection is required and after that acceptance can be done in order to send clothes to the shops (distribution process).
- d) Payment should be done against purchase orders of vendors.

2 .Customers’ decision have been made on the quality and uniqueness of clothes branding and customers start visiting shops for buying new collection.

- a) Products have been imported on very customize demand of customers, which is evaluated from different platforms, understand by experts and delivered by brand best designer.
- b) If customer is not satisfy with the color, size and price of the product, she can contact to the customer services for all queries.
- c) If customer is satisfied with the product, a detailed feedback should have submitted by her, so it can be processed for future recommendation on what customer is looking for?

3. Customer service department responsible for all quires on purchasing side (replacement, revert back, guarantee) and with the help of integrated system named “Hootsuite” answer to all online customers. (Optimized response to the targeted customer), collects customer behavior and enquiries send to data entry department to best interoperate and use it as resource while generating reports and planning strategies.

4. Data collection process is very important for updating all information simultaneously on cloud and appropriate data can be processed for storage, Business intelligence reporting and many more.

- a) Verification and validation of data, which is collected from all connected units after verification, it is keep updating online on the cloud.
- b) If data conversion is required on specific data, it can be allocated in proper files, so, information can provide its purpose justifiably. (Because data has been collecting from multivariate platforms).
- c) Well establish data can be transferred to the corresponding working units, so, from obtained information from data will be help full in current process and for future implementation.
- d) Perform Validation and Quality check on Data, for Business intelligence reporting purposes.
- e) Analysis has been made on the results of report and proceed towards Artificial intelligence.
- f) Data ware house, is storing Meta data, transfers from all units in the running business process (Big data repository).

4. Strategy planning is based on all the inputs come from TTL, social media advertising, SMS, Loyal customer's feedback etc. From data entry process, data is completely transform to produce Business intelligent reports, market research and forecasting and progressive strategy planning.

- a) Execute BI reports on the multivariate data with the help of DATAHUG (reporting tool).
- b) Analysis on current business scenario and for forecasting strategy.
- c) Detailed Strategy Plans and Implementation.

5. Financial Accounting and Controlling is integrated deeply with all the process of execution in this business process.

- a) Collection of money from all units.
- b) Account receivable and payable controlling all connected end points.
- c) Financial KPIs to track the processing and reporting of transactions, billing, collections, and more. Then, use the insight that gain from these financial management performance indicators to roll-out changes that address any weaknesses.
- d) More investment in new Business ventures.

Specific areas for IRACIS in improved TO-BE process

The specific areas participating for IRACIS to improve TO-BE process are mainly Purchase ordering while receiving proper feedback from customers' choice, it directly effect on increasing sales of all well planned and famous products. Customer service department is core functionality in salesForce CRM, it increases correspondence with customers so answer all quires as fastest as possible in business data to day process, it is also impacting on sale and revenue generation. Proper and optimal amount of report generation on future business plans and current months, occasions, festivity, online retail sales, weather and pattern of consuming products, understand the team to work proactively and earn business profits on accurate situations during business year.

SECTION 4 Functionalities in the SaaS Solution:

Radian 6

We are going to integrate the Social Media platform as Application Programming Interface (API) into the salesforce. "Radian 6" is the best platform available of SaaS implementation in salesforce CRM. Using this we are going to Track the customer related feedbacks, complaints and suggestions Via Listening tool and sent that data to the salesforce CRM.

We will also monitor the data going to collect from the Phone calls, Emails, Feedback Forms and in-person complaints directly through the Salesforce CRM which will help to listen to every audience voice in all the forms available.

Buddy Media

Buddy Media is going to be integrated with Sales force CRM that will take the data retrieved from 'Radian 6' and revert to the consumers based on their queries from **initial point of contact through point of purchase** so that the targeted audience will get the solution for their queries posted and received via Community.

Hootsuite

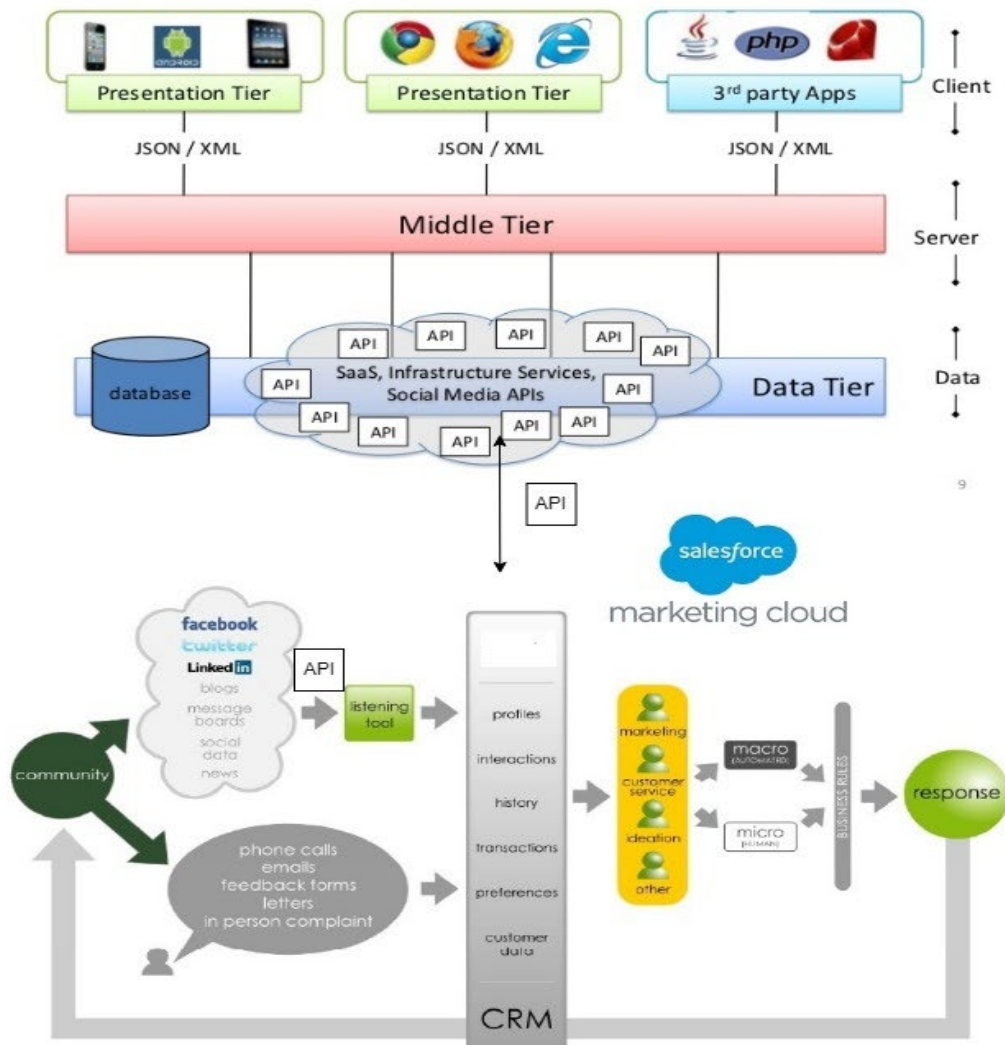
Hoot Suite is a **social media management platform** going to be integrated which will help to send Optimized respond to the Like-Minded audience based on the type of Queries, common matchings and their interests by answering the most appropriate solutions or results that they want through the Social Media. The system's user

interface takes the form of a dashboard, and supports social network integrations for Facebook, Twitter, Instagram, LinkedIn, Google + and YouTube.

Data Hug

We are going to integrate **Data Hug** as our Reporting tool to analyze and visualize the data. Based on these reports Marketing Team and analytics team will work together to create the Financial Reports, Sales Reports, and Customer satisfaction reports to generate the overall metric reports.

System Architecture



Explanation of System Architecture

- a) We are going to integrate all the social media platforms like 'Facebook, Twitter, Google + and blogs' into an API and going to take all the customer voice and read it through the Listening tool. The data collected through phone calls, Emails, Feedback forms, letters and in-person complaints will be accessed and monitored directly through the Salesforce CRM.
- b) Salesforce CRM will be used to access the Customers profiles, interactions that we have with the customer support, chat history, transactions made by the customers, preferences as per customer feedback and the customer data.
- c) We will use Salesforce Marketing cloud which comprise of solutions to Marketing, Customer Service, Analytics of data and Advertising. Then we are going to integrate this entire service as an API which places between Middle Tier and data tier as cloud. We will get the data from the client tier through Mobile/Tablet, websites as well as third party applications for the Profile authentication and customer data validation. Then, server will get the requested data using the Cloud Architecture where all the APIs were integrated from the Data Tier.
- d) We will access all the data from Social Media Apps and communities by integrating the Radian-6 of Salesforce CRM as API to read all the customer related data. The data collected then will be used by the Buddy Media social marketing suite helps us to build powerful connections globally from initial point of contact through point of purchase so that customer's queries will be managed and answered.
- e) Hootsuite a social media management platform will be integrated in the Salesforce CRM to supports social network integration for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube. To visualize the data and to generate reports, we will integrate Data Hug to the Salesforce CRM. Then the final Response will be sent to the Customer on their respective platforms.

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