



# SALESFORCE COMMERCE CLOUD USE CASE

## The Life Cycle of a SessionM Offer in Salesforce Commerce Cloud

### Abstract

This use case follows the life cycle of a SessionM offer in the Salesforce Commerce Cloud environment. It begins by describing how an offer is created and issued to a customer in the SessionM platform. It then shows how that customer would redeem the offer at SFCC rewards store. The use case then describes how an admin can view that purchase in SFCC and push it to the SessionM platform.

February 2019

# Contents

- Working with SessionM Offers in SFCC ..... 3**
- SessionM Offer Life Cycle..... 3
- Life Cycle Walkthrough..... 4
- Create Offer in SessionM Offers Module ..... 4
- Issue Offer to Customer ..... 6
- Customer Redeems Offer at SFCC Reward Store ..... 7
- Propagating the Transaction from SFCC to SessionM ..... 7
- Viewing the Updated Customer Data in SessionM..... 9

# Working with SessionM Offers in SFCC

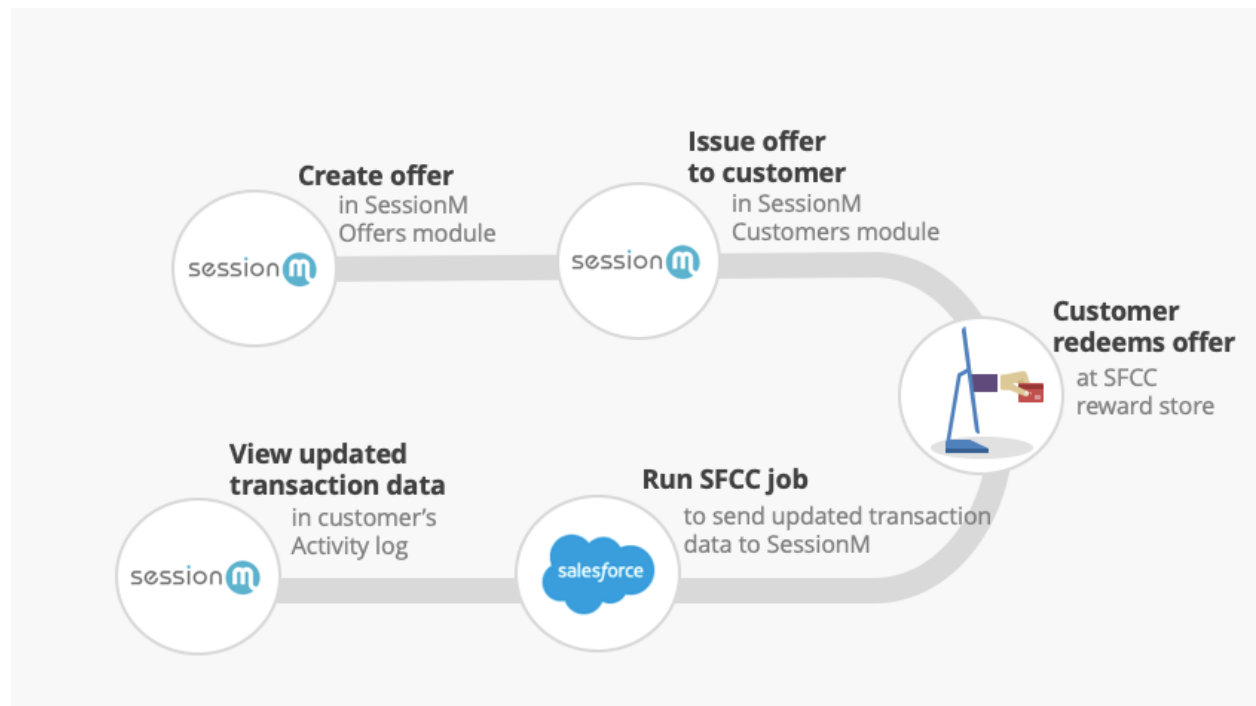
The Salesforce Commerce Cloud (SFCC) is an online retail platform powering storefront, cart, and checkout management with customizable business logic for mid- to enterprise-level brands across vertical markets.

The integration of the SessionM Platform with SFCC adds the benefits of the SMP to the ecommerce experience presented by Salesforce through a number of data connections, enabling campaigns, turnkey loyalty, and offer redemption solutions.

## SessionM Offer Life Cycle

This use case follows the life cycle of a SessionM offer in the SFCC environment. It begins by describing how an offer is created and issued to a customer in the SessionM platform. It then shows how that customer would redeem the offer at SFCC rewards store. Next, it then describes how an SFCC admin can propagate the updated customer data from this transaction to SessionM. Finally, it describes how to view the updated customer information in the SessionM platform.

The following image shows the life cycle of a SessionM offer in an SFCC environment.



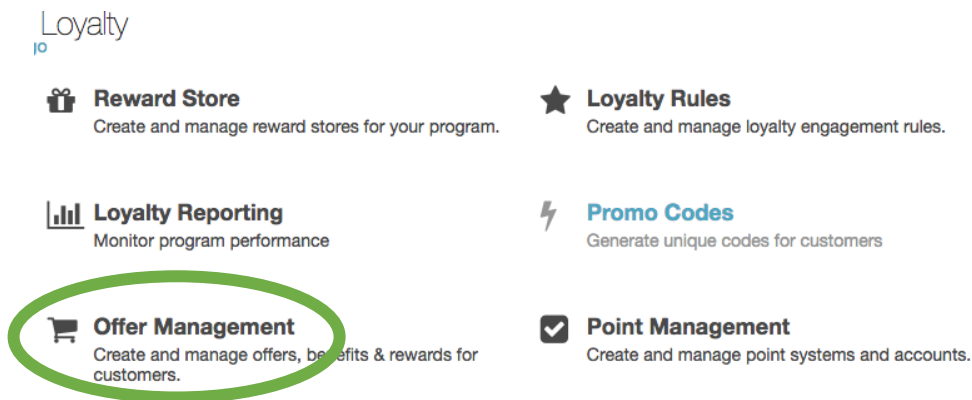
## Life Cycle Walkthrough

The following procedure describes the steps to create an audience, issue an offer and synchronize the offer data via the SessionM SFMC Connector. Once the data is available in SFMC, a marketer can notify customers that an offer is available by including the relevant details in their channel of choice.

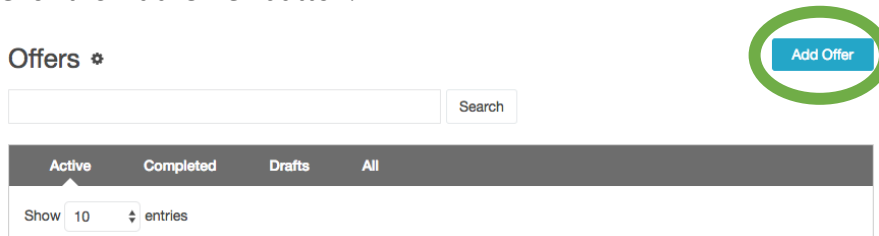
### Create Offer in SessionM Offers Module

Begin the workflow by creating the offer that will be presented to your customers.

1. Navigate to SessionM Offer Management Module.



2. Click the **Add Offer** button.



3. Enter the title and description. Then select the **Offer Type**.

**Add Offer** ✕

---

**Title**  
  
Maximum 100 Characters.

**Description**  
  
Maximum 1000 Characters.

**Offer Type**

- Complete setting up the offer by specifying the Discount Config, Issuance Restrictions and Redemption Restrictions.

Setup
Creative
Publish

Discount Config
Issuance Restrictions
Redemption Restrictions

**Percent Check Discount**

Percent Check Discount (%)

10

Specify a discount percentage between 0.00 and 100.00. For example, "20" would give a customer 20

---

**Offer Title**  
Internal (non-customer-facing) name for the offer, displayed in the offers overview.

**Title**

- On the Publish page, click the **Publish** button to activate the offer.

Creative Details

**Culture: en**

**Title**  
10% OFF TOTAL - TEST\_SF\_OFFER

**Description**  
10% OFF TOTAL - TEST\_SF\_OFFER

**Terms and Conditions**  
None

**Graphic**  
None

Close [Publish](#)

## Issue Offer to Customer

Next, issue the offer created above to a customer.

1. Navigate to the page for the user in the SessionM Customers module. Then select the **Offers** tab followed by the **Available** tab. A list of available offer displays, including the offer you created in the procedure above.


Activity	Profile	Campaigns	Offers	Notes	Data Privacy
Issued	Redeemed	Expired	<b>Available</b>		

Name	Offer Type	Total Issued	Total Redeemed	Offer Start Date	Offer End Date
<b>\$100 Off Windows PC</b>	Fixed Amount Item Discount	1	0	02/09/2019 07:00 pm	02/14/2020 07:00 pm

Search Offers by Name

[View Details](#)

2. Click the  button at the end of the row for that offer and select **Issue**. SessionM issues the offer to this customer.
3. Select the **Issued** tab to confirm that the offer has been issued.

Activity	Profile	Campaigns	Offers	Notes	Data Privacy
<b>Issued</b>	Redeemed	Expired	Available		

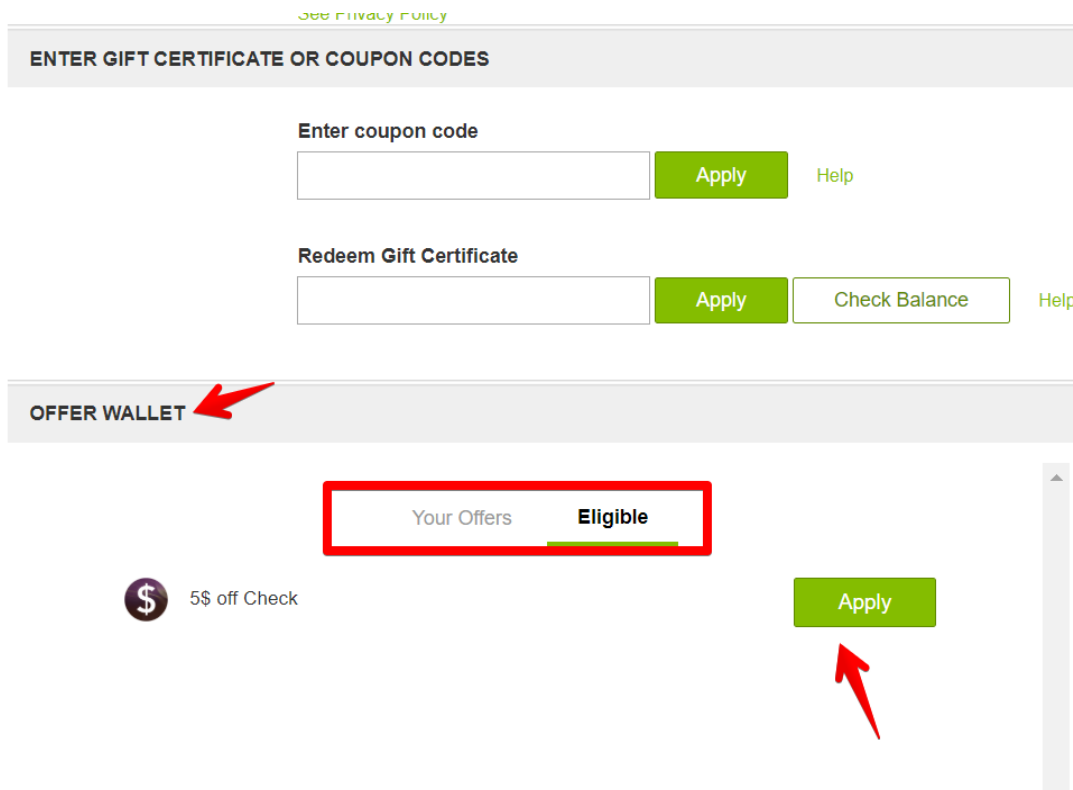
Name	Parent	Offer Type	Acquired Date	Redemption Start Date	Redemption End Date
<b>\$100 Off Windows PC</b>	—	Fixed Amount Check Discount	02/22/2019 03:58 pm	02/22/2019 03:58 pm	03/24/2019 04:58 pm

[View Details](#)

## Customer Redeems Offer at SFCC Reward Store

Let's recap. Using the SessionM platform, we've created an offer and issued that offer to a specific customer. Now let's take a look at how that customer redeems the offer at a SFCC-powered reward store.

1. The customer navigates to the reward store and enters her credentials.
2. The customer selects an item for purchase, adds it to her cart and proceeds to checkout.
3. The customer fills in her user information and select a shipping method. At this point, she is redirected to a page that list all of her available offers.
4. In the Offer Wallet section, the customer selects a relevant offer from the list of eligible offers and clicks **Apply**.



See Privacy Policy

**ENTER GIFT CERTIFICATE OR COUPON CODES**

Enter coupon code  [Apply](#) [Help](#)

Redeem Gift Certificate  [Apply](#)  [Help](#)

**OFFER WALLET**

Your Offers **Eligible**

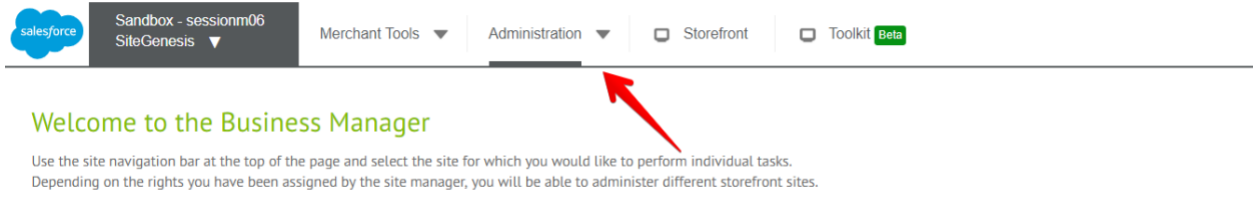
\$ 5\$ off Check [Apply](#)

5. The customer then completes the purchase, with any applicable discounts applied by the reward store. She receives both a text confirmation about her purchase and is sent an email for the same.

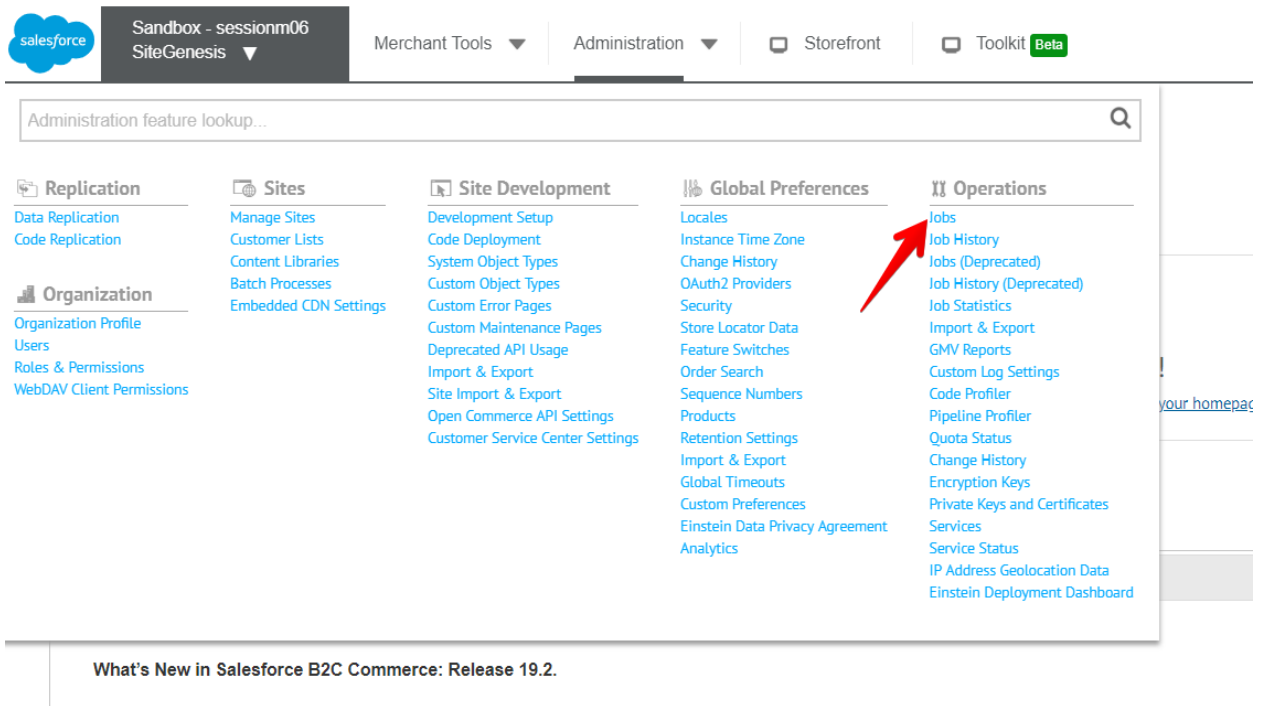
## Propagating the Transaction from SFCC to SessionM

With the transaction complete, you run a job from the SFCC Administration tab that forwards the updated data about the customer purchase and offer redemption to SessionM.

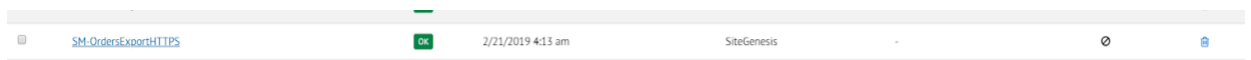
1. Login to SFCC and select the Administration tab.



2. Select **Jobs**.



3. Click on the **SM-OrdersExportHTTPS** job.



4. Click **Run Now** to run the job.

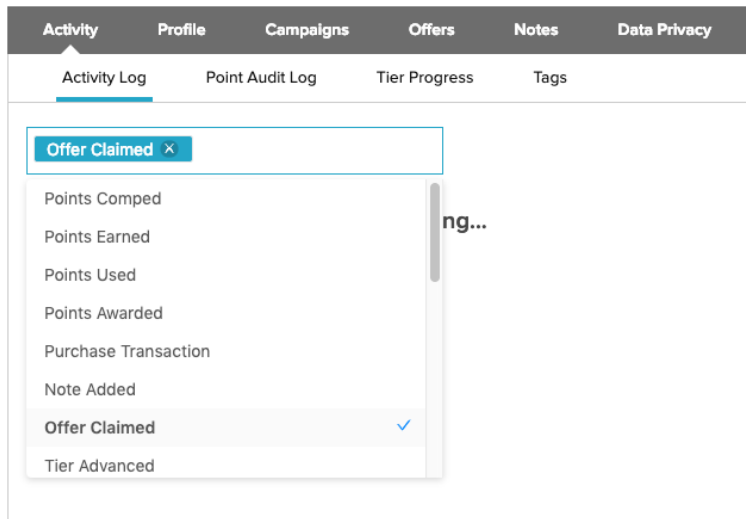




## Viewing the Updated Customer Data in SessionM

To complete the life cycle for this offer and redemption, let's take a look at the updated customer data in SessionM.

1. Navigate to the page for the customer in the SessionM Customers module and select the **Activity** tab.
2. On the Activity Log tab, select **Offer Claimed** from the "filter by event type" list.



The updated transaction data displays.