



PRESENTS

# BLACK FRIDAY & CYBER MONDAY

CREATING A FLAWLESS CUSTOMER JOURNEY

Make this year's Black Friday and Cyber Monday your best yet: now's the time to make improvements your technology stack and integration strategy to make sure your ecommerce business is prepared for every eventuality on any day of the year.



## 01

### SHARE YOUR DATA BROADLY ACROSS YOUR ORGANIZATION



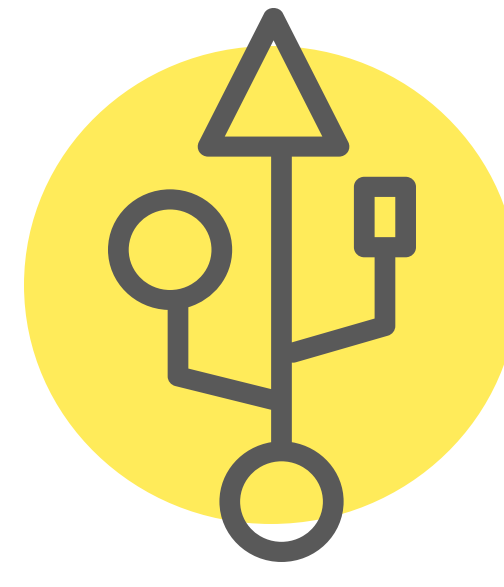
You should be sharing your customer information and order history with your fulfillment providers.

(e.g. your financial/ERP software, CRM, marketing automation, supply chains.)



Have access to your data, and have the means to translate and transform that data efficiently across all systems.

TIPS

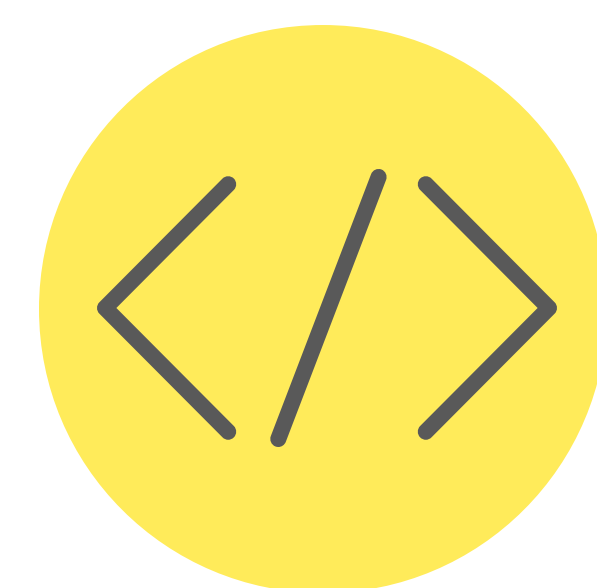


Don't be restrained by manual process; sophisticated solution providers like VL OMNI are vital for agility and scalability.

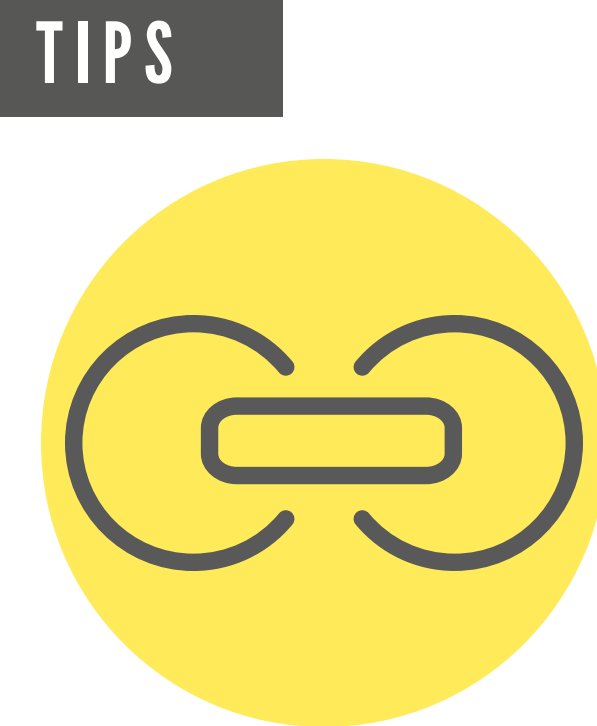


### SHARE YOUR CUSTOMER DATA SECURELY

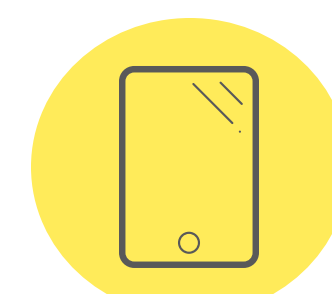
## 02



Tokenizing customer details like credit card numbers, account numbers, names, phone numbers, or other sensitive information is vital.



Becoming **GDPR Compliant** is essential if you do business in the EU (or with any third party that does business in the EU).



Unification and accuracy of information will allow your customer support team to access customer details without the risk of compromising data through error, negligence, or theft.



## 03

### SHARE YOUR CUSTOMER DATA CONSISTENTLY



Data cleansing is a **vital and essential task**. This should include address, phone, and email validation services.



Using **validation services** will reduce shipping errors and recognize fraudulent activity before it is shared across your systems.



Example: Three contacts, Richard Smith, Rich Smith, and Dick Smith, all have the same phone number and are quite likely the same person. **They should not show up three times in your CRM.**

TIPS

## 04

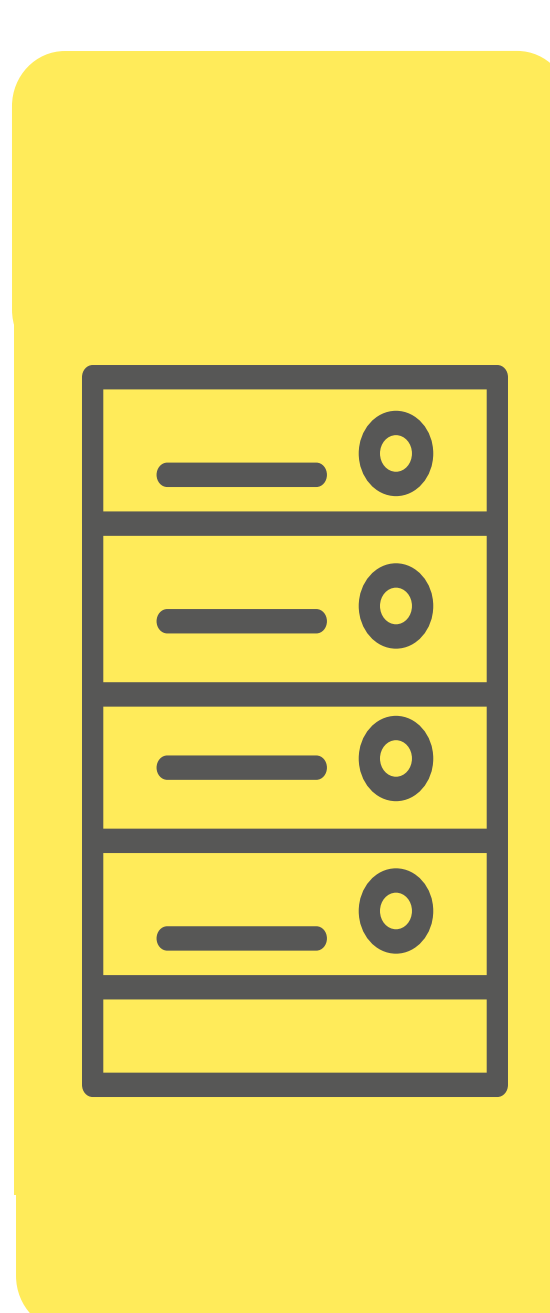
### BUILD IN ELASTICITY



#### EXCEEDING EXPECTED SALES?

One consequence of success is that your IT infrastructure and the heartbeat of your business can fail without proper preparation.

TIPS



Virtualized machines with proper backup, software as a service (SaaS), or cloud-based managed services are very **viable options to explore and adopt.**

**THE NAME OF THE GAME IS 'PREPARE THOROUGHLY AND PREPARE EARLY'**

Top brands know that implementing new solutions and onboarding new partners is not something to enact in haste, but rather something to be **carefully strategized and implemented.**

Built on cutting-edge technology, VL OMNI's Connectors are not only **agile and scalable at any volume**, but they include applying your business rules to the data as it moves from application to application.

#### SOURCE:

LESSONS IN INTEGRATION: PREPARING FOR A SUCCESSFUL BLACK FRIDAY AND CYBER MONDAY - [DOWNLOAD THE FULL EBOOK HERE](#)