

Integrate your commerce and service platforms to drive customer satisfaction and loyalty

Many retailers use Salesforce Service Cloud to deploy powerful customer service and support tools alongside their commerce platforms. But a lack of integration between sellers' commerce and service platforms can create a number of challenges:

Lack of personalized service

Service teams tasked with delivering personalized service experiences cannot access the customer data they need, when they need it, to achieve this goal.

Disjointed communication

Instead of seamless, omnichannel communication options, customers often deal with inconsistent, repetitive, and unhelpful interactions.

Manual processes and workflows

Service teams are stuck with tedious, time-consuming, manual processes and workflows that drive up customer wait times and increase the risk of errors.

Siloed data

Disconnected systems and data stores limit the reach and relevance of modern analytics and planning tools.

Introducing Astound Digital's Shopify and Salesforce Service Cloud Accelerator

Astound Digital's Shopify and Salesforce Service Cloud Accelerator gives sellers a powerful and proven set of tools for unifying their commerce and support platforms. The result: a far more consistent, responsive, and efficient set of customer service capabilities—and much more.

Key challenges Astound Digital's Shopify and Salesforce Service Cloud Accelerator solves

Unify data access

Break down the data silos that contribute to long customer wait times, inaccurate or incomplete customer updates, and repetitive interactions.

Improve efficiency

Cut operational costs by using AI-powered automation to free up support headcount and enable cost-effective growth.

Personalized engagement

Drive customer loyalty and retention wins by delivering the personalized experiences and omnichannel communication options that customers have come to want and expect.

Astound Digital and Shopify: A formula for selling success

Shopify gives brands a robust and fully composable commerce platform—including tools like Shopify Markets to deliver localized experiences and Shopify Flow for workflow automation.

Astound Digital's accelerator architecture positions Shopify as a seller's primary commerce engine, while leveraging the accelerator to seamlessly sync critical customer data with Salesforce Service Cloud.

The result: Astound Digital's Shopify and Salesforce Service Cloud Accelerator breaks through barriers to performance and creates a unified hub to power exceptional customer experiences and cost-effective growth.

Discover how Astound Digital's Shopify and Salesforce Service Cloud Accelerator eliminates data silos and empowers your service teams.

[Learn more](#) >

Key capabilities of the Astound Digital accelerator

Unified case management logs
Shopify events as cases in Salesforce Service Cloud, allowing for faster and more efficient resolutions.

Real-time data synchronization
keeps Shopify customer, order, and fulfillment data flowing to service agents in real time.

Omnichannel support uses Salesforce Messaging Sessions to deliver consistent, personalized support across channels from live chat to social media.

AI-powered automation employs Agentforce Bots and Einstein AI to handle repetitive tasks, predict customer needs, and prioritize cases.

The Astound Digital accelerator also allows customer service operations to grow efficiently, without proportional growth in costs or headcount.

Astound Digital and Shopify: Redefining commerce innovation

Shopify and Astound Digital's Shopify and Salesforce Service Cloud Accelerator exemplifies a partnership between two of the industry's most innovative and customer-focused brands:

With over 25 years of ecommerce experience, 600+ certified engineers on staff, and 3,000+ projects launched successfully, **Astound Digital** gives its clients a trusted implementation partner—from initial roadmap and strategy to delivering real-world results.

Shopify powers 12% of U.S. ecommerce, handling millions of transactions daily. Recognized as a Leader in Gartner and IDC MarketScape, Shopify offers an expansive enterprise app ecosystem that enables seamless integrations, automation, and scalability for both B2C and B2B brands.