

RETAIL INDUSTRY MOBILE APP IDEAS

RETAIL INDUSTRY APP IDEAS YOU CAN BUILD WITH SALESFORCE, TODAY.



Customer Loyalty App

Create a community for your most loyal consumers to stay connected to new styles, sales, and promotions outside the store.



Marketing Collateral App

Share and collaborate around marketing content in one place; bring third parties and agencies together in secure private groups.



Associate Clienteling App

Connect store associates to their customers by giving them a 360-degree view of customer information in real time.



Product Catalogue App

Give associates and managers a complete catalog of product information, with inventory and availability.



Store Manager App

Help managers track associates, events, and activities, and stay connected to HQ and to other store managers.



Retail Execution App

Help reps manage wholesale-retail relationships—everything from sales performance to in-store display.

SPOTLIGHT APP: ALDO



ALDO is building a suite of mobile apps including the “Style Guru” for trend and style information and “Outfit Matchmaker” to find shoes for outfits customers already own. Other apps will let VIP shoppers pre-order and shop in-store via a phone.

ACCORDING TO IDC,* SALESFORCE APP CLOUD DELIVERS:

50% Faster app development lifecycle

44% More new applications delivered

478% ROI

See the IDC white paper ›

* IDC White Paper, sponsored by Salesforce, “The ROI of Building Apps on Salesforce,” July 2016.

NEXT STEPS



Watch the
Salesforce App
Cloud Demo ›



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App Cloud ›

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