

# 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.



### Associate Clienteling App

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



### Store Manager App

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



### Marketing Collateral App

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



### Product Catalogue App

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



### 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,\* THE SALESFORCE1 PLATFORM DELIVERS:

80% More apps developed

70% Faster app development

520% ROI

See the IDC white paper >

\*IDC white paper sponsored by Salesforce, “Salesforce1 Platform: Accelerate App Dev with Huge ROI,” February, 2014.

## NEXT STEPS



Watch the Salesforce1 Platform Demo >



Get the App Guide and Gallery >

Learn more about the Salesforce1 Platform >

Contact us about making apps  
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