



Commerce Moves Fast. We Move Faster.

Kasama

ALICE + OLIVIA

BY STACEY BENDET

shop Pay

ALICE + OLIVIA Accelerates Checkout and Drives Conversion with Shop Pay on Salesforce Commerce Cloud



The Opportunity

ALICE + OLIVIA is a globally recognized fashion brand known for bold design and elevated digital experiences. As mobile traffic continued to rise, the team identified a major opportunity: reduce checkout friction and improve conversion by adding Shop Pay to its Salesforce Commerce Cloud (SFCC) site.

Shop Pay is one of the highest-converting accelerated checkout solutions in ecommerce. It enables:

- One-tap checkout
- Securely stored payment and shipping information
- Fast, mobile-first experiences
- Built-in installment options (where eligible)
- Industry-leading checkout speed

“Your team has been amazing, and I would 100% recommend to anyone looking to add ShopPay to their site.”

— Michelle Ecock, VP Ecommerce, ALICE + OLIVIA

The Challenge

Implementing Shop Pay on legacy Salesforce Commerce Cloud required:

- Custom development due to incompatibility with existing cartridges
- Full integration of Shopify Payments with order management
- Embedded Riskified fraud checks directly into the checkout flow
- A seamless customer experience that preserved the brand's premium feel
- Delivery on a compressed timeline. They needed a partner who could move fast.

ALICE + OLIVIA turned to Kasama to make it happen.

The Results

By launching Shop Pay:

- ✓ **Shop Pay immediately the best performing alternative checkout**
- ✓ **From early on, around ⅓ of all transactions occurred via Shop Pay**
- ✓ **Faster, frictionless checkout, especially on mobile**
- ✓ **A modernized payment experience without replatforming**
- ✓ **Strong fraud protection without adding checkout friction**

Shop Pay is widely recognized for driving higher checkout conversion rates compared to traditional guest checkout. By eliminating form-fill fatigue and enabling secure, one-tap purchases, it helps brands capture revenue that would otherwise be lost to abandonment.

For ALICE + OLIVIA, the impact was immediate. The brand saw a more seamless checkout experience aligned with customer expectations for speed and simplicity.

“Kasama made what could have been a complicated technical project feel seamless. Our Salesforce Commerce Cloud version presented real integration challenges, but their team engineered a solution that worked flawlessly. They moved quickly, communicated clearly, and delivered on every commitment. Shop Pay has elevated our checkout experience, and we couldn’t be happier with the partnership.”

— Michelle Ecock,
VP Ecommerce, ALICE + OLIVIA

“This project is a great example of what happens when deep commerce expertise meets urgency. Integrating Shop Pay into an older Salesforce Commerce Cloud environment required custom engineering and tight coordination across payments, order management, and fraud systems. Our team delivered a modern, high-performing checkout in just seven weeks—without disrupting the business. That’s the kind of outcome-focused partnership we strive for.”

— Mark Rubin
Founder, KASAMA

Why It Matters

This project demonstrates that brands don’t need to replatform to unlock modern checkout performance.

With the right partner, even legacy Salesforce Commerce Cloud environments can support:

- Accelerated checkout
- Integrated fraud protection
- Unified payment and order systems
- Rapid time-to-market

Kasama helped ALICE + OLIVIA modernize checkout, protect revenue, and move faster, proving that strong execution drives strong results.

About Kasama

Kasama is a trusted partner for eCommerce and Marketing solutions, specializing in Shopify implementation, support, and development. With deep expertise and a commitment to driving impactful results, Kasama empowers businesses to achieve their strategic goals.



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