

POI European Promotion Optimization Summit

Collaborate Globally and Execute Locally



Big Data
Pricing TPO
Retail Execution
Mobility TPM

L'ORÉAL



Bringing Beauty to the World with Exceptional Sales & Merchandising

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In 2013, L'Oréal initiated a project to automate it's field sales & merchandising processes in Russia

L'ORÉAL



The main challenge was to provide a single solution for 4 L'Oréal business divisions

Professional Products



L'ORÉAL PARIS



KÉRASTASE PARIS



REDKEN THE AVERAGE NYC



MATRIX

Consumer Products



L'ORÉAL PARIS



Take care. GARNIER



MAYBELLINE NEW YORK



SOFTSHEEN-CARSON™

Luxury Products



LANCÔME PARIS



GIORGIO ARMANI PARIS



YVES SAINT LAURENT



RALPH LAUREN



BIO-TERM



HR



shu uemura



Kiehl's SINCE 1851



DIESEL



cacharel

Active Cosmetics



VICHY LABORATOIRES



LA ROCHE-POSAY LABORATOIRE PHARMACEUTIQUE



innëov



SKINCEUTICALS

L'Oréal was experiencing challenges with legacy systems and obsolete paper-based processes



Lack of an automated process for order taking and merchandising data gathering



Decentralized legacy apps running on different devices



Delays in orders, deliveries and data analysis as a result of the paper-based process



Lack of insight into field activity



Complexity of administration of different systems

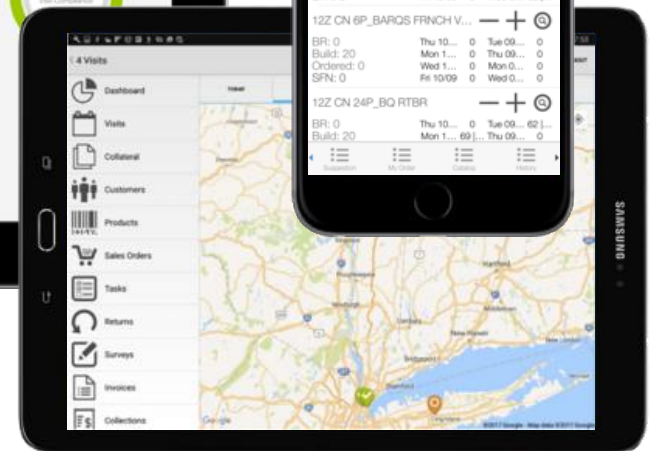
The main challenge was to provide a single solution for four L'Oréal business divisions

Each division had different requirements for in-store activities, reporting and mobile device models

The solution **must work for all divisions**, supporting the differences in each of their processes

The solution had to be **scalable to over 1,000 users**

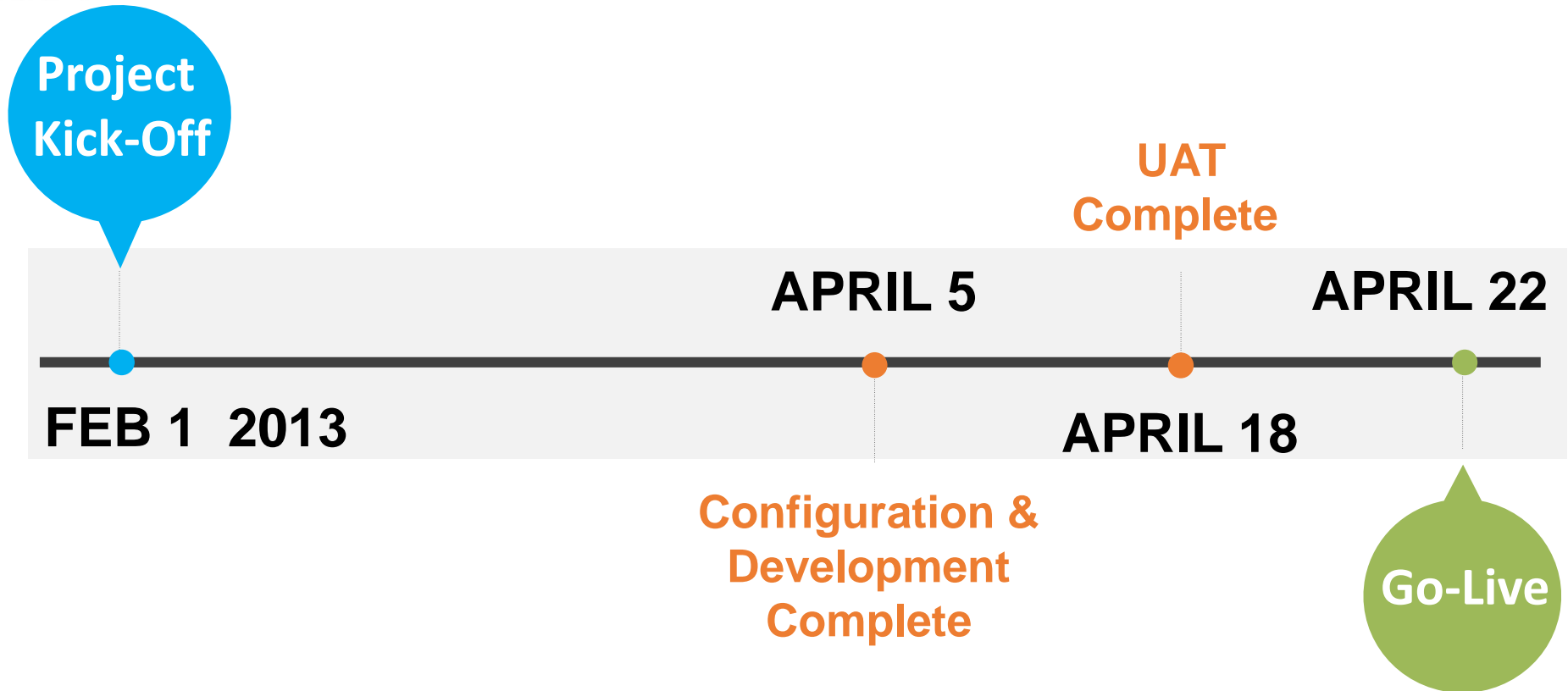
The app needed to be flexible enough to accommodate different user requirements



Needed mobile solutions for both **Android & iOS**

Required support for different screen sizes:
Smartphones | Tablets

L'Oréal selected Spring and was able to implement and go live in 3 months



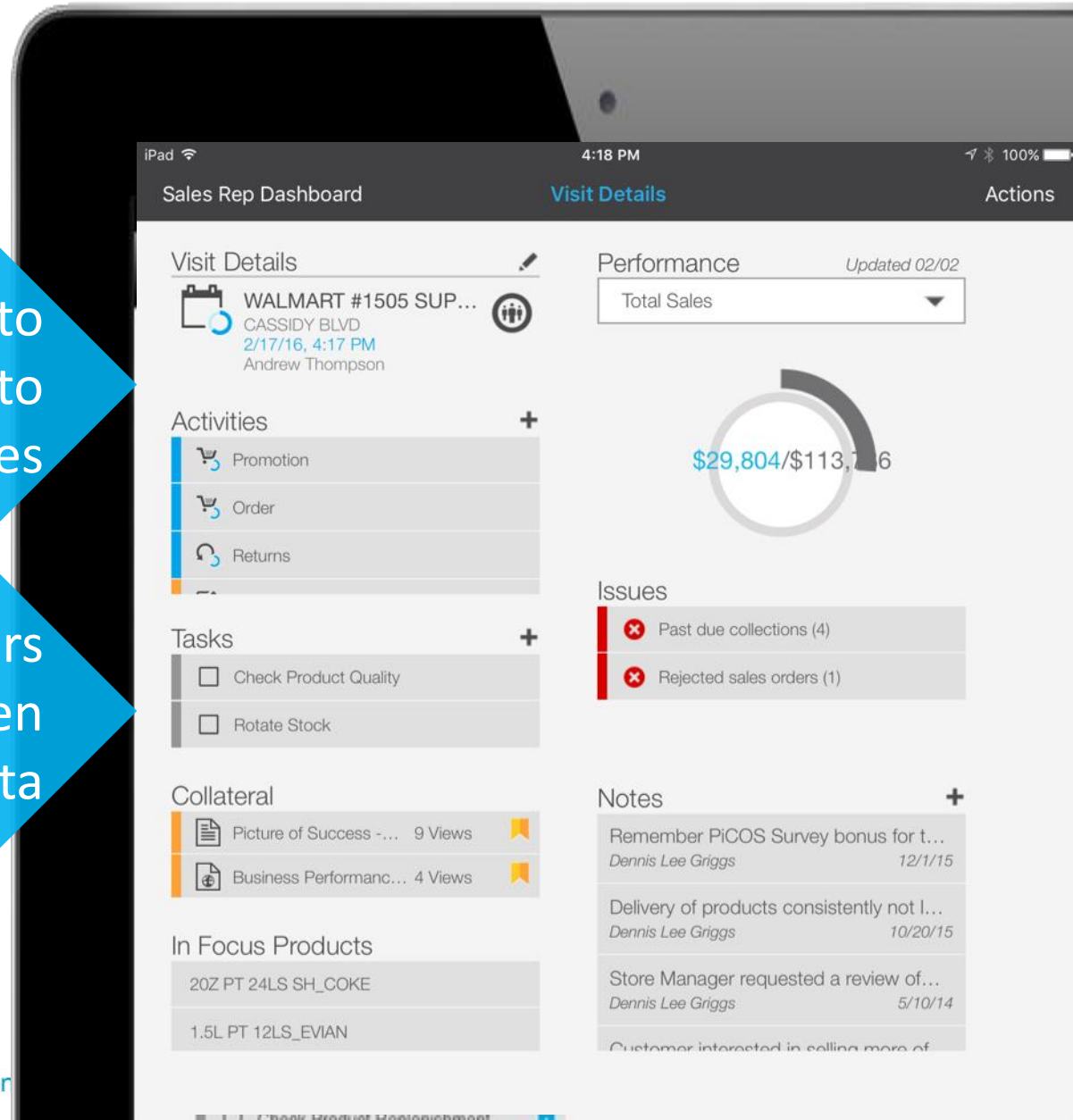


Consumer Products Division

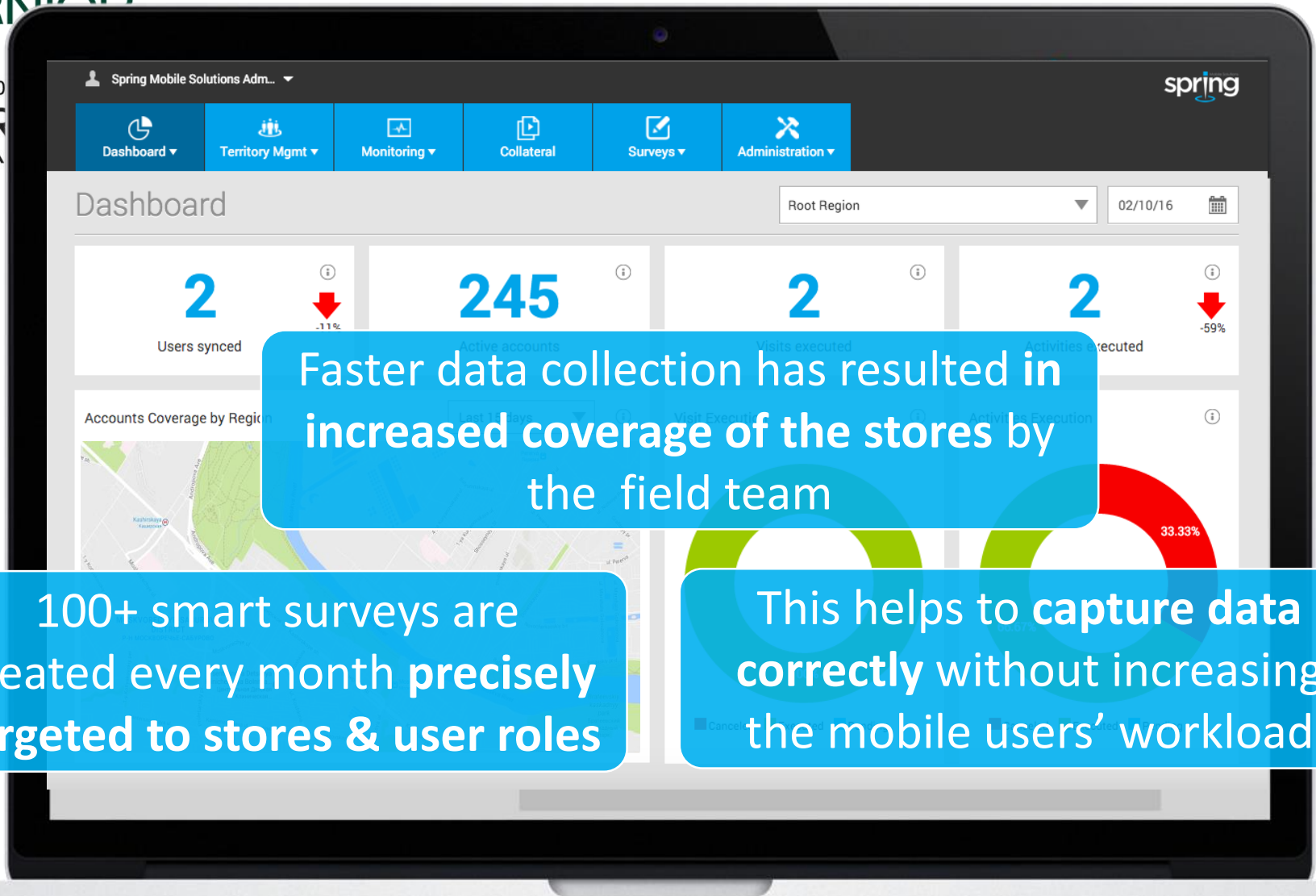


All activities are targeted to specific stores & users to streamline in-store activities

Smart surveys help users avoid typos and errors when collecting data



Consumer Products Division



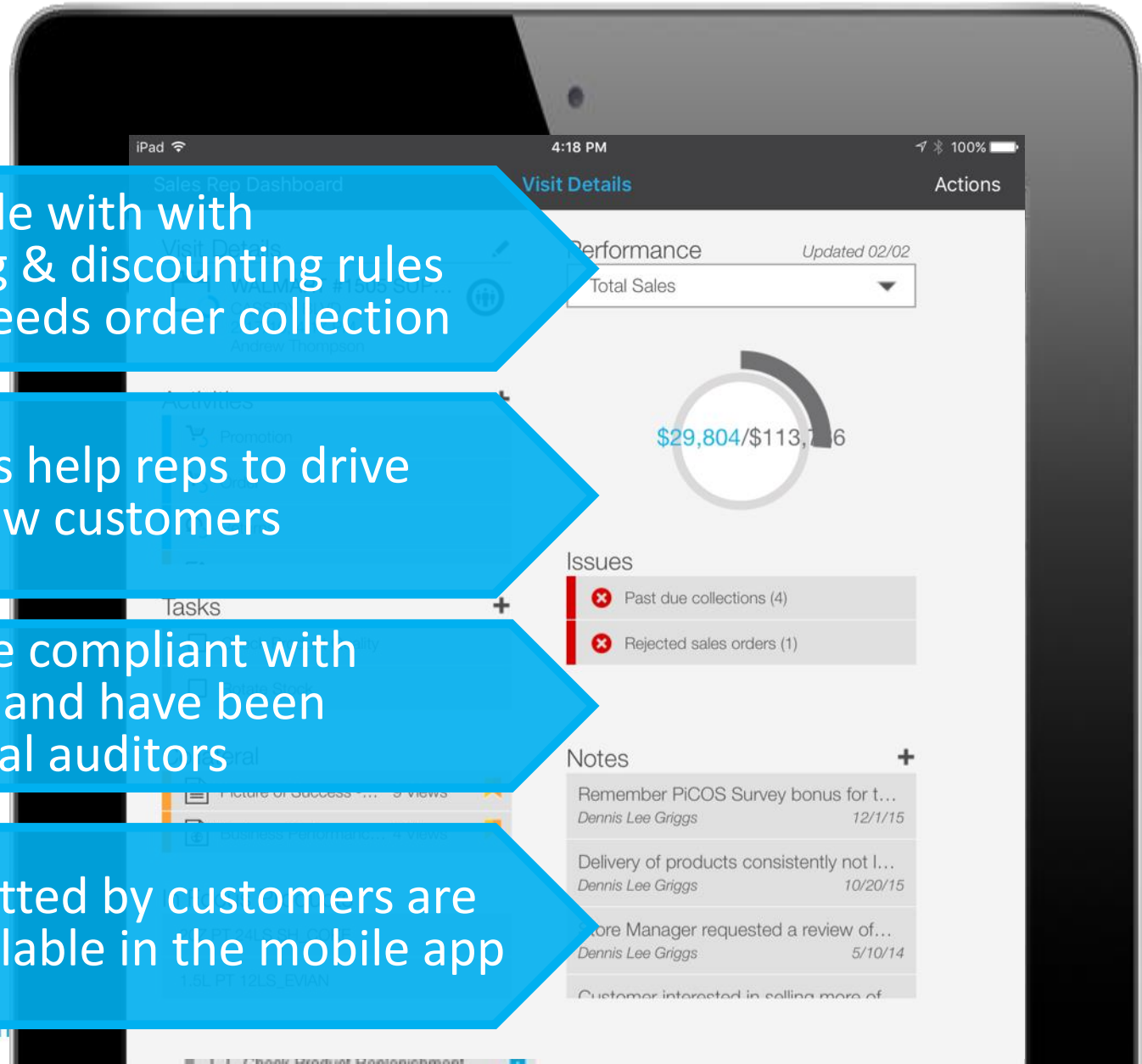
Faster data collection has resulted in increased coverage of the stores by the field team

100+ smart surveys are created every month precisely targeted to stores & user roles

This helps to capture data correctly without increasing the mobile users' workload



Professional Products Division



Sales Orders Module with with complicated pricing & discounting rules available offline speeds order collection

Flexible promotions help reps to drive sales and obtain new customers

Promotion rules are compliant with L'Oréal regulations and have been approved by internal auditors

Email orders submitted by customers are integrated and available in the mobile app

Order entry time is critical in the store, and mobile apps help reduce that time

APP SPEED & RESPONSIVENESS

The app handles product catalogues with hundreds of items

INTUITIVE USER INTERFACE

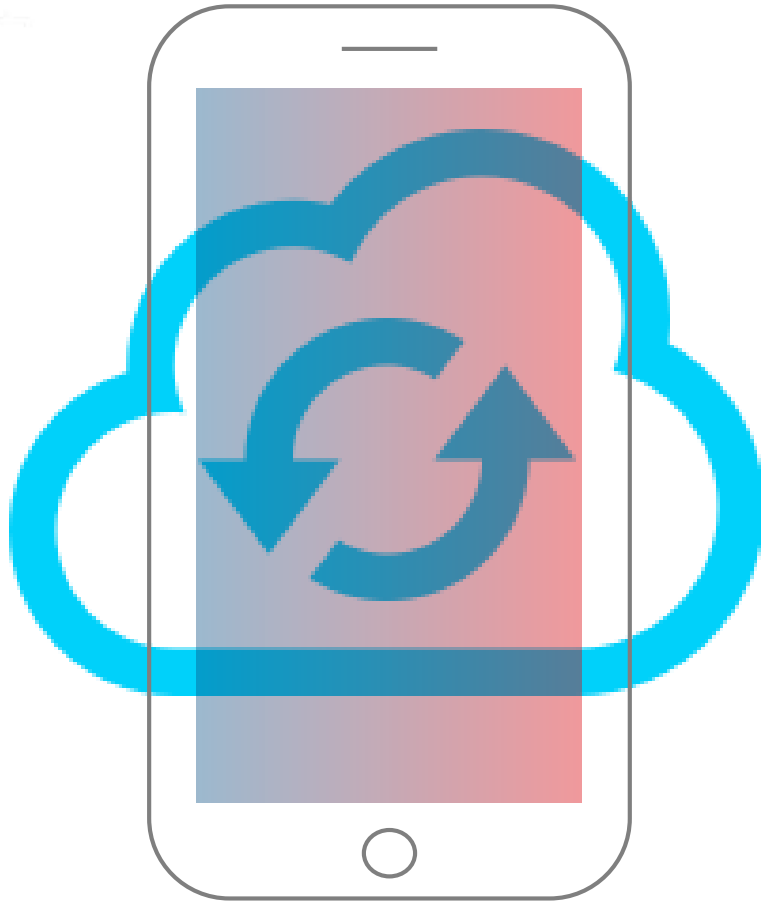
Usability of the application makes the process painless

DISCOUNTS & PROMOTIONS

Sales Reps don't need to memorize complicated discounts and promotions rules and they can always provide the correct information to their customers



Order synch times are critical for the business



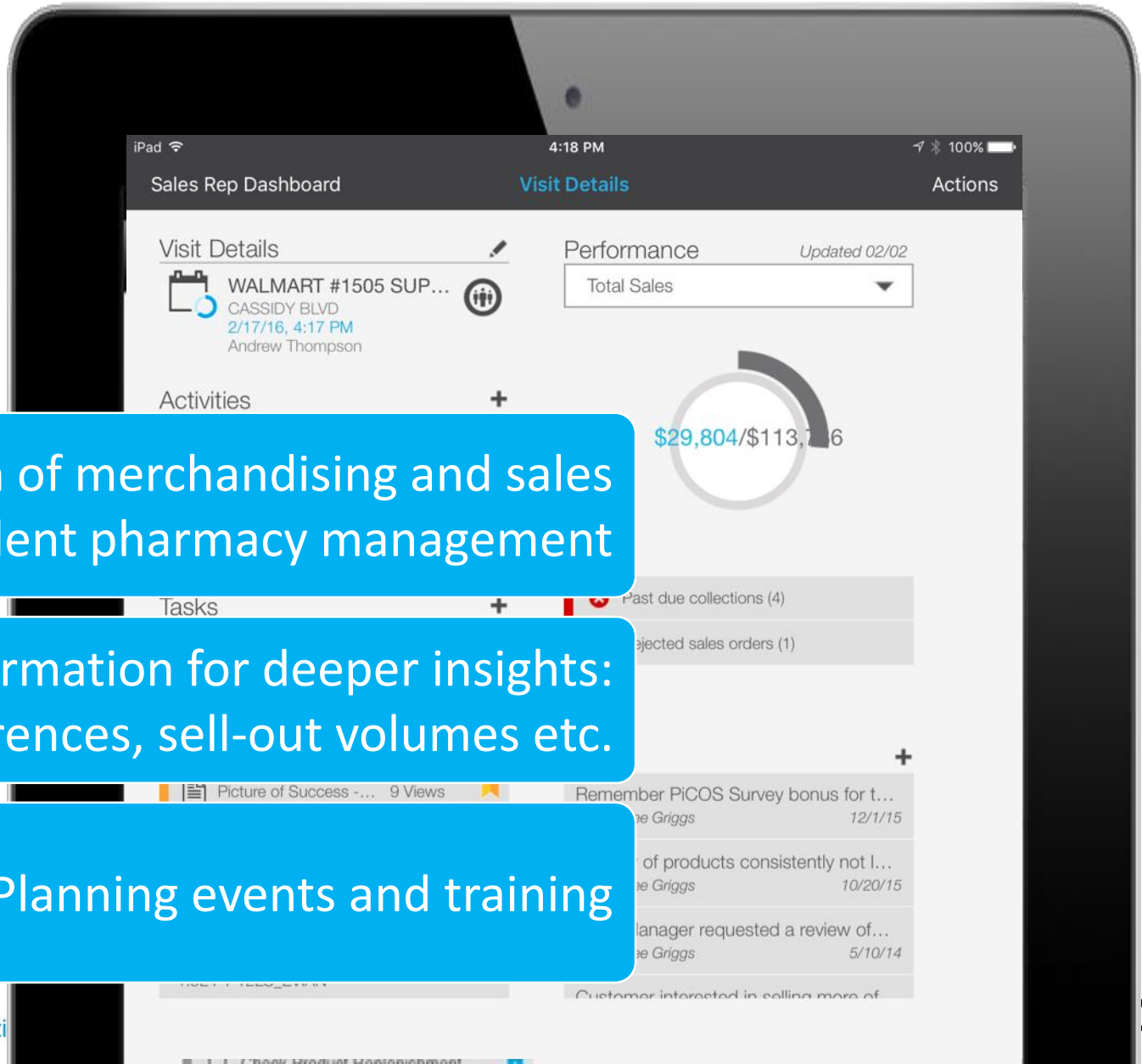
Quick & Reliable Synch

Sales Order synch is always under 2 minutes.

This allows us to begin the delivery process on the same day.



Active Cosmetics Division

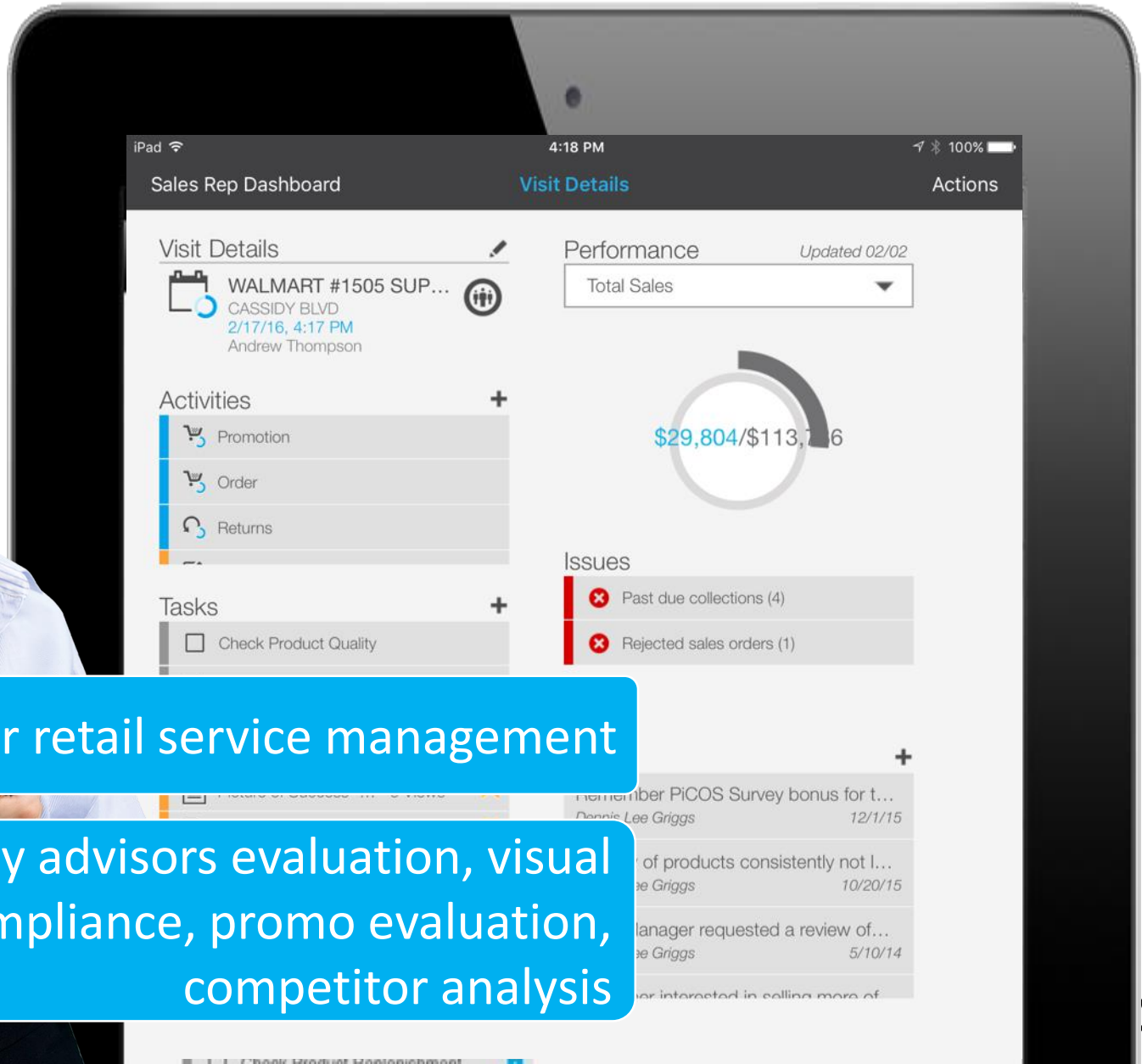
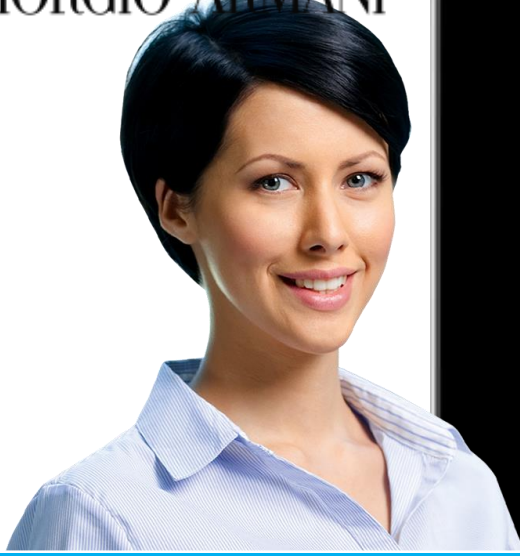


Combination of merchandising and sales activities for excellent pharmacy management

Collecting information for deeper insights: customer preferences, sell-out volumes etc.

Planning events and training

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YVES SAINT LAURENT
BEAUTE
GIORGIO ARMANI



Mobile app for retail service management

Beauty advisors evaluation, visual merchandising compliance, promo evaluation, competitor analysis

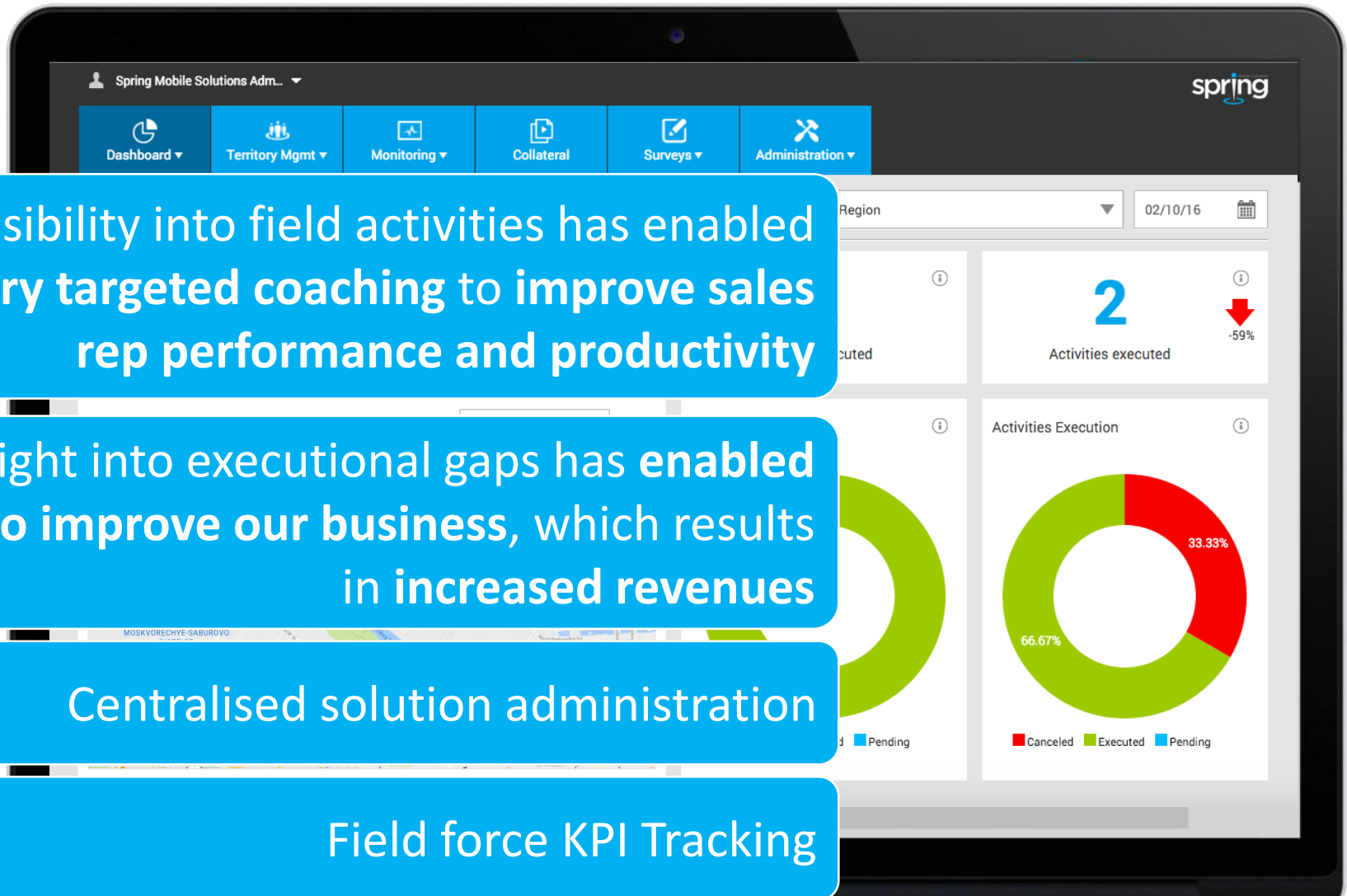
Benefits have been significant for HQ

Visibility into field activities has enabled very targeted coaching to improve sales rep performance and productivity

Insight into executional gaps has enabled us to improve our business, which results in increased revenues

Centralised solution administration

Field force KPI Tracking



We are now able to answer key questions and turn them into coaching opportunities

Are reps visiting the outlets we asked them to visit and placing their orders on-site?

Do reps follow the planned route?

Are the shelves compliant with planograms ?



How much time is spent in each outlet?

Of the visits we scheduled, how many are actually generating orders?

L'ORÉAL

spring



mobileSales



mobileRetail

1 Country / 11 Time Zones

1470 Users and growing

50 thousand orders/year

840 thousand visits/year

Implemented in 12 weeks

