

## Case Study

# Accelerating Maximum Platform Value: Customer Success Strategies for Pierre Fabre GR



## SUMMARY

Pierre Fabre is an innovative pharmaceutical and cosmetics leader dedicated to enhancing healthcare and beauty and improving well-being of patients and consumers.

This case study explores how Convert Group's Customer Success team has proven instrumental in helping brands like Pierre Fabre overcome hurdles and unlock the full potential of data-driven decision-making.

We delve into the core client pain points faced by brands and how our tailored solutions have transformed these challenges into opportunities for growth.



## DATA- DRIVEN COLLABORATION

Your key to understanding category and brand performance, and fostering collaborative Joint Business Plans with partners.



## LONG LASTING PARTNERSHIP DNA

It's not just a product; it's a partnership. Access a dedicated Customer Success team, ensuring continuous value delivery.



## SEAMLESS ONBOARDING

Our Customer Success team guarantees a smooth start, guiding product optimisation based on your needs.



## Challenge

**Efficient Platform Adoption:** Pierre Fabre faces the challenge of ensuring that new users and key stakeholders rapidly adopt the eRetail Audit Marketplace. This adoption is vital for harnessing data effectively.

**Accelerating Learning:** In a fast-paced industry, building insights and learning quickly is paramount. The challenge is to equip teams with the ability to gather and apply knowledge rapidly.

**Day-to-Day Collaboration:** Utilizing insights on a daily basis for retailer collaboration is a challenge. This real-time collaboration is crucial for adapting to consumer demand and optimising marketing and promotional activities, particularly inseasonal categories likesuncare. Timely decisions are essential.



## Solution

**Step 1- Comprehensive Onboarding:** We initiated the onboarding process promptly, providing Pierre Fabre with in-depth platform training sessions within two weeks of our kickoff meeting.

These sessions covered a thorough understanding of eRetail Audit Marketplace's features and their practical applications.

**Step 2- Ongoing Support:** Following initial training, we maintained weekly touch points and provided more than two customer success emails each week. This personalised support focused on real platform use cases, ensuring that Pierre Fabre was well-prepared to overcome any challenges.

Additionally, we shared actionable insights bi-weekly, enabling them to leverage real-time data for optimizing digital media performance.



## The Customer Success Approach Continues

**Step 3- Business Review Meeting:** Within one month of kickoff, we facilitated our first Business Review meeting.

Here, we shared commercial insights with Pierre Fabre's broader team, discussed their performance, highlighted opportunities, addressed pain points, and, most importantly, aligned with Pierre Fabre's goals. Post-QBR meeting, PierreFabre's daily sessions tripled.

**Step 4- Data-Driven Alignment:** We bound Pierre Fabre's objectives with impactful metrics on the platform. To unlock their full potential, we conducted bi-weekly hands-on working sessions, each lasting 1.5-2 hours.

This efficient approach minimised time and effort while helping Pierre Fabre achieve their first key milestones. Following the last hands-on 1-1 meeting, Pierre Fabre reached an average platform engagement of 10 events/sessions per day.

## Results

- **Strategic Partner Meetings:** In just 1.5 months from our kickoff, Pierre Fabre successfully facilitated meetings with all their strategic partners through eRetail Audit Marketplace.
- **Optimized Suncare Campaign:** Leveraging these meetings and insights gained from our hands-on working sessions, Pierre Fabre identified critical opportunities and pain points for a major suncare campaign. This allowed them to make real-time adjustments to their promotion activities.
- **Double-Digit Sales Growth:** Pierre Fabre achieved remarkable double-digit sales growth during their suncare campaign. Importantly, this growth was primarily driven by their strategic retailers and partners within the eRetail Audit Marketplace, reaffirming the platform's value.

# Conclusion

In the face of pivotal team transitions, Pierre Fabre displayed remarkable agility in pursuit of their sun care category goals. Convert Group's Customer Success team played a pivotal role, **orchestrating timely trainings, consistent touchpoints, insightful QBRs, and additional hands-on working sessions.**

This concerted effort bore fruit as platform adoption was **swiftly achieved within just 1.5 months from our kickoff meeting.** Moreover, the power of eRetail Audit Marketplace allowed Pierre Fabre to make real-time adjustments to their sun care campaign, resulting in a remarkable double-digit sales growth predominantly driven by their strategic partners.

This success story underscores the transformative impact of Convert Group's Customer Success approach, where swift adaptation and strategic collaboration converge to drive exceptional results.

## The Problem

- ✘ Pierre Fabre needed rapid team adaptation for its sun care category goals, facing a time-sensitive challenge in achieving platform adoption and sales growth.

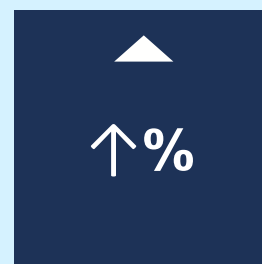
## The Solution

- ✔ Convert Group's Customer Success provided timely training, support, and data insights, enabling swift platform adoption and double-digit sales growth.

## Results



months until full onboarding from kickoff



double digit growth within the sun care category



events/sessions per day within the platform

“ eRetail Audit Marketplace helped us collaborate with our e-retailer partners in seamless way, with powerful sales and basket insights in real-time. One of the best solution if you want to make informed decisions on assortment and bundling opportunities that enable personalised ads and offers. Furthermore, it helped us to understand our audience purchase behaviour and create highly targeted marketing activations. ”

Rodopoulos Stelios  
Ecommerce Manager, Pierre Fabre GR