

Case Study

Optimizing Data-Driven Insights: Customer Success Strategies for L'Oréal Spain

SUMMARY

L'Oréal is one of the world's largest cosmetics and beauty companies, with a diverse portfolio of products ranging from skincare and haircare to makeup and fragrance.

The active cosmetics division includes some of the group's most popular brands such as VICHY, LA ROCHE POSAY and CERAVE but also the pioneering SKINCEUTICALS.

For the past 2 years the company has been closely collaborating with the Convert Group team in understanding the challenges and opportunities for some of the largest e-pharmacies in Spain.

CHALLENGE

Given the wide distribution and variety of channels and brands for the company, time and resources spent on analyzing data needed to be optimized without losing depth of information. There was an imperial need to get quality and detailed information in a summarized and comprehensive manner from a partner that understood their priorities.

We are extremely happy to have partnered with Convert Group. Their ability and agility to solve complex business needs and translate data into actions has allowed us to think outside the box and provide better solutions to our customers.

Alexander Aldea, e-Commerce KAM & Transactional Media Lead



CONVERT GROUP CS TEAM SUPPORT

Collaboration Aligned with Company Goals:

The collaboration centered around the company's yearly objectives established at the onset. Throughout the year the team was proactive in **sharing insights on a bi-weekly basis based on the goals**. Over 20 1-1 meetings were conducted, during which insights were either highlighted or confirmed, accompanied by clear explanations to address any doubts.

Guidance on Goal Measurement:


The Convert Group Customer Success team provided guidance to L'Oréal on leveraging existing features to measure their important goals efficiently. This guidance was tailored to L'Oréal's internal needs, emphasizing the fastest possible methods.

Feature Adoption and Custom Solutions:

Efforts were made to boost and engage with new features, addressing needs not initially covered by the product configuration. Additionally, intermediate custom solutions were offered to bridge any gaps in functionality.

Recurring Business Reviews and Custom Analysis:

Recurrent Business Reviews (3) and custom analysis (3) when important matters appeared (marketing impact analysis, average order value analysis and opportunities, bundle opportunities).



IMPACT

Enhanced Platform Utilization:

The guidance on platform usage according to specific needs and the implementation of requested features led to a high and productive usage of the platform. The L'Oreal team conducts an average of 80 events on the platform per week, with occasional peaks during high seasonality surpassing 200 events weekly, while the typical weekly event average hovers around 50.

Streamlined Client Conversations:

Helped streamline conversations with clients by presenting top-line results, trends, and supporting reasoning based on data before meetings

Insightful Decision-Making:

Supported in detecting trends or confirming hypotheses about market trends, customer behavior or campaign performance.