L'ORÉAL

L'Oreal consolidates tools across 35 brands to move to 1:1 engagement

120
tools consolidated

3K+
L'Oréal users

75
global business units

THE CUSTOMER

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 29.87 billion euros in 2019 and employs 88,000 people worldwide.

As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

THE CHALLENGE

Deploying a digital strategy and interacting with consumers in a personalized way is not easy. It is even more challenging when you are an international multi-product, multi-division, multi-language group.

In a global, competitive market with fragmented channels, bringing your brand to life in a coherent and relevant way is a real challenge. However, this is the challenge that L'Oréal, the world leader in cosmetics, is tackling with Sprinklr's support.

Sprinklr leverages AWS technology that enables scalable, flexible and cost-effective solutions from startups to global enterprises. Sprinklr is an AWS Digital Customer Experience Competency Program member vetted by AWS to deliver support for customers across the engagement and retention lifecycle. This includes content management and marketing automation to engage prospects and customers with the right experience; effective and secure commerce solutions to create seamless buying experiences, and data analytics to support your decisions and retain customers.
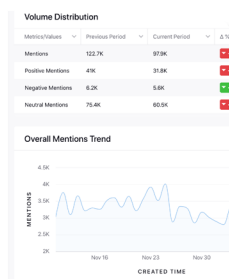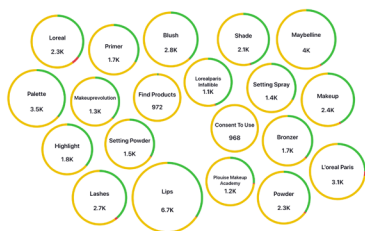
THE SOLUTION

Modern Research

Modern Care

Modern Engagement

THE RESULTS

- Listening to all social channels, blogs, forums and news sites to monitor brand reputation and collect consumer insights to feed product marketing.

- Community managers use Sprinklr's social listening capabilities to detect interesting conversations and communicate in a reactive and personalized way with consumers, but also to work on amplifying publications through paid media.

- Detecting influencers to deploy a brand ambassador program.

- Customer care across all modern channels.