

Case Study:

Superior data quality enables L'Occitane to build more personalized customer relationships.

Overview

L'Occitane is a global leader of natural cosmetics and well-being products. A key part of maintaining this leadership is building close relationships with its customers across all channels. Until recently, this was a challenge for L'Occitane, since duplication of customer records impaired customer visibility and was time consuming and difficult to correct. The Spectrum solution from Precisely has eliminated this issue, enabling L'Occitane to easily manage its customer records and perform more personalized marketing and customer support.

Business challenge

Yulia Stepanova, Customer Leader, Head of Analytics at L'Occitane is responsible for growing the customer portfolio and the customer lifetime value. "But until recently, it was complicated to really know the customer or deliver great customer experience," she says.

Stepanova has access to a large quantity of customer data; however, it was scattered over multiple, siloed systems. Inside the organization's customer relationship management (CRM) system, duplicate customer records existed. These duplicate records meant that customers would receive multiple instances of marketing material, which increased marketing costs for L'Occitane and impacted the customer experience. Record deduplication took 2.5 hours, so it could only be run on a weekly basis.

"The best business decisions are built on data. Most operational and analytical business processes rely on a solid, high-quality data foundation and a unified view of our customers," says Giang Pham-Dac, Customer Master Data Manager at L'Occitane. However, L'Occitane lacked the unified visibility that would enable it to provide tailored communications to its customers. Additionally, this lack of visibility put the company at risk of not meeting the requirements of GDPR.

Client profile

The L'Occitane Group

- Global omnichannel retail leader of natural cosmetics and well-being products, founded in 1976
- Operates six brands - L'Occitane en Provence, Melvita, Erborian, L'Occitane au Brésil, LimeLife by Alcone and ELEMIS
- More than 3,400 retail outlets, including 1,570 owned stores
- Present in 90 countries

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– Giang Pham-Dac, Customer Master Data Manager, L'Occitane Group

Solution

L'Occitane decided to set up a data lake and Master Data Management (MDM) system to improve analysis and control of its customer data. "It was a strategic project for us, so we launched an RFP, conducted a thorough benchmark and considered several competitors," says Pham-Dac.

Once the study was complete, L'Occitane selected Spectrum which offered a secure solution with easy integration, an intuitive user interface and a low total cost of ownership. The easy integration was a key criterion for the retailer, who needed to connect customer data from 10 systems of record.

Spectrum is built on a graph database, which offers more flexibility and agility than a traditional relational database. This tracks not only customer data points but the relationships between them, enabling increased personalization of L'Occitane's marketing and customer service interactions.

Benefits

Spectrum reduces the time needed for deduplication of customer records from 150 minutes to less than five minutes, enabling L'Occitane to perform customer record deduplication daily rather than weekly. Marketing efforts can be tailored to a customer based upon their buying history, locations and preferences.

With Spectrum, L'Occitane was able to rapidly integrate 19 standalone systems, including CRM, ecommerce, order management, API management, customer care and payment systems. These systems can now be centrally served via Spectrum APIs, and the company can easily manage GDPR compliance with built-in rules. Pham-Dac adds that "a single implementation with no more data loss or silos, frees up time to differentiate ourselves in the marketplace."

When L'Occitane receives a new subscriber, the prospect is contacted in real-time by the company's campaign management system. This enables L'Occitane to start building a relationship with a customer from the moment they click the subscribe button. Yulia Stepanova concludes, "We are more productive and more efficient. Once you know your customers, you can really offer a better, personalized and frictionless customer experience."

Technology used

- Spectrum Quality
- Spectrum Context Graph

"Spectrum software is really beneficial for our business and for our customers. Once you know your customers, you can really offer a better experience, personalized and frictionless at all touchpoints in their omnichannel journey."

– Yulia Stepanova, Customer Leader,
Head of Analytics, L'Occitane Group