

CONSUMER CARE TRANSFORMATION

L'ORÉAL
ITALIA

X

Itinerari
live e on-line
CDMO

Incontri presso le Aziende del Club CMMC

Barbara Fontanive
Consumer Care Specialist
L'ORÉAL
CDMO TEAM





AGENDA

- L'Oréal Group overview
- Consumer Care Omnichannel Transformation – One Voice
- One Voice Results with focus on live chat experience

OVERVIEW ON MAIN BRANDS AND CATEGORIES

CONSUMER PRODUCTS DIVISION



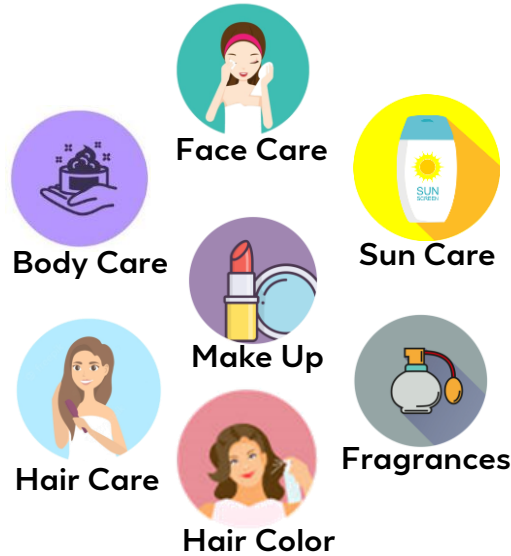
ACTIVE COSMETICS DIVISION



LUXE PRODUCTS DIVISION



PROFESSIONAL PRODUCTS DIVISION



OVERVIEW ON MAIN BRANDS AND CATEGORIES

L'ORÉAL
PARIS

GARNIER

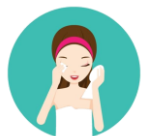
CONSUMER PRODUCTS DIVISION

MAYBELLINE
NEW YORK

NYX
PROFESSIONAL MAKEUP



Body Care



Face Care



Sun Care



Make Up



Fragrances



Hair Care



Hair Color

ACTIVE COSMETICS DIVISION

LUXE PRODUCTS DIVISION

PROFESSIONAL PRODUCTS DIVISION

OVERVIEW ON MAIN BRANDS AND CATEGORIES

CONSUMER PRODUCTS DIVISION



ACTIVE COSMETICS DIVISION

VICHY
LABORATOIRES

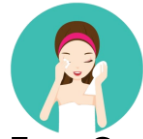
LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

CeraVe
DEVELOPED WITH DERMATOLOGISTS

SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE



Body Care



Face Care



Sun Care



Make Up



Fragrances



Hair Care



Hair Color

LUXE PRODUCTS DIVISION



PROFESSIONAL PRODUCTS DIVISION



OVERVIEW ON MAIN BRANDS AND CATEGORIES

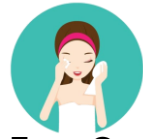
CONSUMER PRODUCTS DIVISION



ACTIVE COSMETICS DIVISION



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Hair Color

Kiehl's
SINCE 1851

LANCÔME PARIS ARMANI

LUXE PRODUCTS DIVISION

VALENTINO BIOTHERM

YVES SAINT LAURENT

PROFESSIONAL PRODUCTS DIVISION



OVERVIEW ON MAIN BRANDS AND CATEGORIES

CONSUMER PRODUCTS DIVISION



ACTIVE COSMETICS DIVISION



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LUXE PRODUCTS DIVISION



PROFESSIONAL PRODUCTS DIVISION

L'ORÉAL
PROFESSIONNEL
PARIS

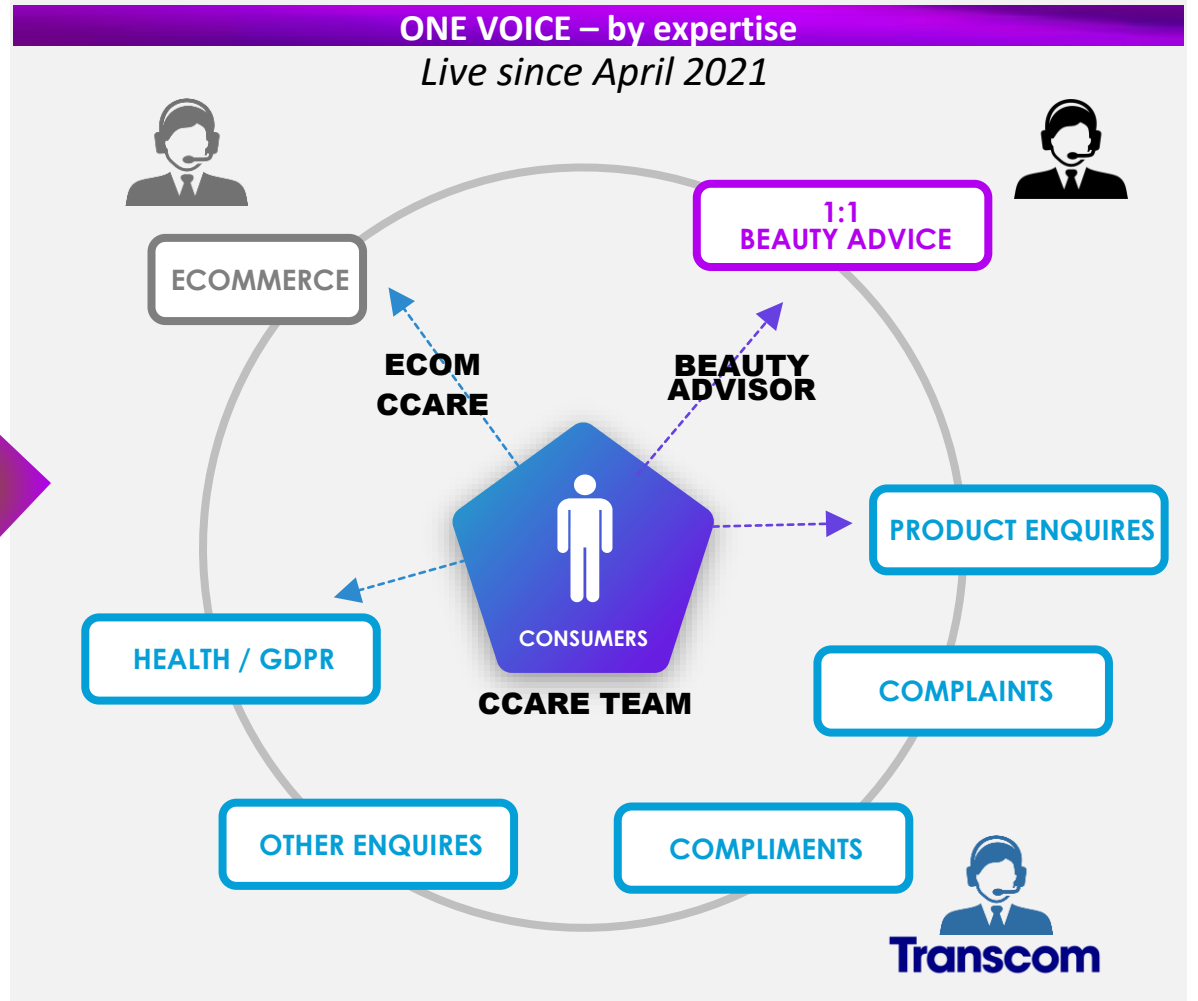
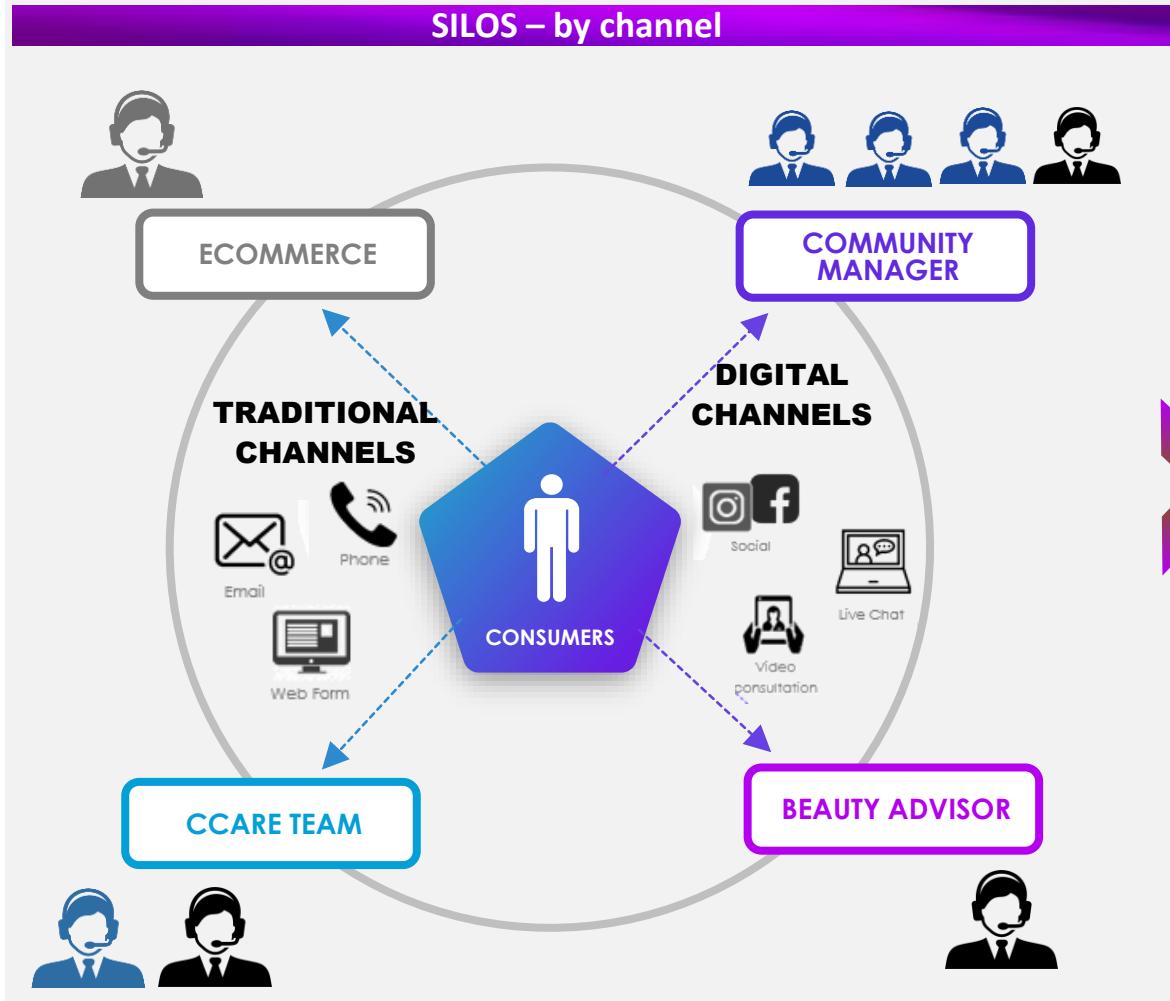
KÉRASTASE
PARIS

REDKEN
5TH AVENUE NYC

matrix








CONSUMER CARE OMNICHANNEL TRANSFORMATION – ONE VOICE



PUT THE **EXPERT** AND NOT THE **CHANNEL** AT THE HEART OF THE CONVERSATION






ONE VOICE RESULTS

ONE VOICE ACHIEVEMENTS

- ✓  We kept **100% reply rate** in all channels
- ✓  We **reduced average reply time** (email **-7 hours** vs 2020; social **-4 hours** vs 2020)
- ✓  We **increased opening hours** for all brands (email +21 hours/week, social +32 hours/week)
- ✓  We created a **multi-division knowledge base** available for our agency to be even faster and more precise when replying to our consumers
- ✓  We worked on **digital channels** and especially live chat (**+91%** conversations vs 2020)



FOCUS ON LIVE CHAT

- ✓  We trained dedicated **L'Oréal ambassadors** to the channel
- ✓  We **increased opening hours** for all live chats (+56 hours/week vs 2020)
- ✓  We **halved** our **average reply time**
- ✓  We **leveraged on consumers feedback** to create better replies and lead consumers to digital services
- ✓  We worked on **leading the consumer to conversion** (x3 vs avg website) and upselling (AOV + 5€ vs avg website)



THANK YOU

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