CPG/RETAIL CASE STUDY

Global cosmetic manufacturer completes B2B order management makeover

The Challenge

A global cosmetics manufacturer was facing a multitude of technology problems. A corporate mandate forced them to evaluate other ecommerce and order management solutions that would support their expansive customer service and field sales rep staff, as well as their 4,000+ salons worldwide. The SAP order management solution their call center staff had been using to enter orders placed over the phone was no longer going to be supported by the global IT department.

They also had a call center staffed by 35 individuals who were completing all orders manually via this system. This manual order entry process drove up the cost of customer service with the expense of unnecessary resources, a large amount of manual order errors, and missed opportunities as the reps were forced to spend the majority of their time taking orders, instead of focused on upselling, promotions and attracting new customers.

It was also apparent that in today's digital age, the salons they served were expecting them to modernize and offer the ability to place orders for backbar, tester and retail products from any device at any time of day, instead of by calling the center between 9am and 5pm central time.

The Sitecore Solution

In a matter of months, Sitecore delivered a completely custom order entry solution built on Sitecore® OrderCloud®, tightly integrated with SAP. The application allows the manufacturer's customer service reps to rapidly enter orders as they're called in, and for salons to browse, shop, order, and re-order in a self-service manner. Role assignments and permissions allow the manufacturer to control the experience of many different types of users (sales reps, salon owners, regional managers, salon staff, etc.), assigning access to a specific product catalog, pricing, promotions, alerts, and more.

Salons are able to place orders, view their order history, setup preferences, and manage claims and returns. The ability to quickly find and add items to the cart was important because the average line items per order is over 100.

With their new application, users can find and filter products using dynamic search, view inventory availability and take advantage of promotions as they move through the ordering experience.
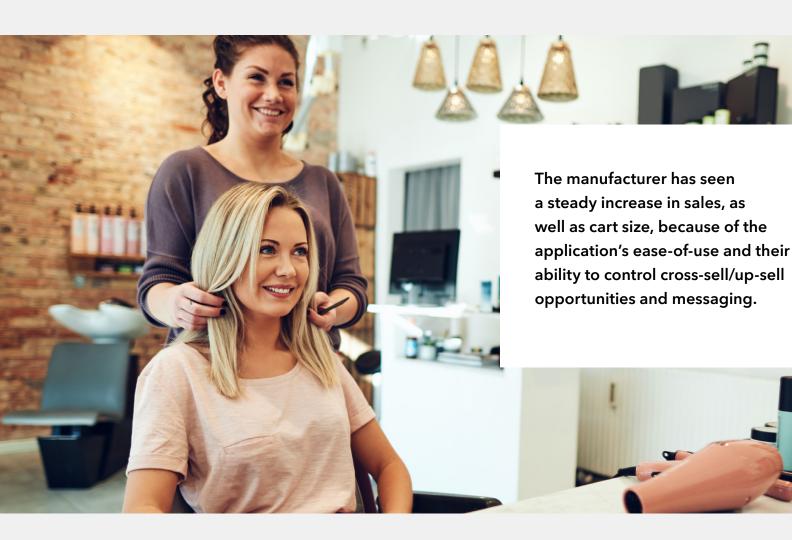
85% of salons placed orders online instead of the call center within six months

The Outcome

Within the first nine months after going live, the cosmetics manufacturer saw 85% of salons placing orders online instead of calling into the call center within the first 6 months. They've seen a steady increase in sales, as well as cart size, because of the application's ease-of-use and their ability to control cross-sell/ up-sell opportunities and messaging.

The manufacturer also experienced significant cost savings. They've been able to repurpose their call center staff to new, value-adding positions, and have experienced a significant reduction in order errors caused by the manual order entry process.

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