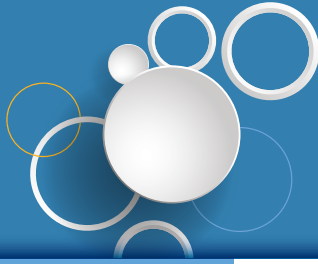


CASE STUDY
L'ORÉAL

L'OREAL STREAMLINES ITS SALES DEPARTMENT STRATEGY WITH ENTERSOFT MOBILE SFA

Industry

FMCG

Customer Profile

L'Oréal has devoted itself to beauty for over 100 years. 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.

Users

150

Challenge

The aim of L'Oreal was to strengthen its presence in major points of sale, including pharmacies, supermarkets, beauty salons and cosmetic stores. The competition in this particular industry is harsh, as every company claims its own share in the market.

Solution

Entersoft Mobile SFA®

Benefits

- Product launches scheduling based on stock-in-trade analysis
- Minimize "empty" sales visits
- Streamlined and controlled rebates for all FMCG chains
- Orders through photo gallery
- Effectively monitor shelf share against targets
- Eliminate cross-function communications

Company

The world leader in beauty, L'Oréal is present in 130 countries on five continents. The group's mission is to provide the best in cosmetics innovation to women and men around the world with respect for their diversity. L'Oréal has always made major investments in research and puts cosmetic innovation at the very center of its model for growth. With over 130 molecules developed over the past 40 years, the group is exceptional in its ability to patent major active ingredients well in advance of competitors.

Challenge

The aim of L'Oreal was to strengthen its presence in major points of sale, including pharmacies, supermarkets, beauty salons and cosmetic stores. Competition in this particular industry is harsh, as every company claims its own share in the market.



For L'Oreal, innovation is a key factor of the company's longstanding history and the company could not omit to apply this philosophy to the way they promote their products. For their businesses, sales executives should automatically apply the procedures required by the company, in the physical space of the partner having at their disposal all information and all data regarding sales policy.

The solution that L'Oreal was seeking should satisfy all points mentioned above and at the same time to have the ability to connect and work seamlessly with the central information system (SAP) of the company.

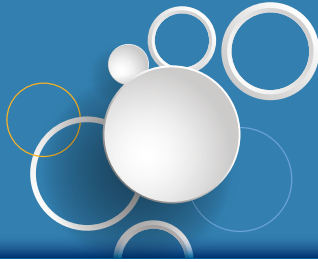
Solution

Among multiple solutions, L'Oreal selected Entersoft Mobile SFA® for the flexibility in configuration based on specific needs of the sales department. Personalization and customization features consisted the main selection criteria.



More specifically, every team in the sales department had access to different data based on the policy of the company, in spite of using the same source of information SAP/ERP. Therefore, a multi-layered and fully controlled accessibility to "sensitive" data of sales department was ensured.

CASE STUDY L'ORÉAL



The implementation of the project lasted one year, with gradually providing the solution to pharmacies and supermarkets, to be followed by aesthetic institutes and cosmetic stores. Users who have Entersoft Mobile SFA® at their disposal are consisted of 50 officers of back-office level and more than 100 sales executives.

Benefits

The sales teams now exclusively use iPads, which can even operate offline, while data immediately synchronize as soon as the device gains access to the Internet.

As a consequence, every department will be directly updated regarding the development of sales, while the management team will have a full picture of the effectiveness of the strategy in real time. This will allow L'Oréal to readjust its goals in order to enhance its competitiveness.

Specific benefits for each sales team are:

Pharmacies (DCA Division)

- Product launches scheduling based on stock-in-trade analysis
- Timed Promo placements based on segmented sell out analysis
- Volume reduction and flow control of returns
- Minimize “empty” sales visits
- Eliminate cross-function communications with customer service



FMCG - Super Market

- Streamlined and controlled rebates for all FMCG chains
- Reach to executives for approvals on all mobile devices and at all times
- Split volumes and revenues down to POS even in centralized FMCG sales
- Organize sales rep trips from your device, from hotel bookings to car rentals
- Effectively monitor shelf share against targets



Beauty Salons (DPP Division)

- Orders through photo gallery

