



**OSF** | DIGITAL    PERFUMES & COMPANHIA

# REVAMPING THE DIGITAL CUSTOMER EXPERIENCE OF PERFUMES & COMPANHIA

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# ABOUT PERFUMES & COMPANHIA

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PERFUMES & COMPANHIA

Perfumes & Companhia offers its customers quality perfumery and cosmetics, personalized advice, and aesthetic services such as mini-facials, makeup, manicures, pedicures, and eyelash extensions.

2022 marked the 25th anniversary of Perfumes & Companhia, which opened its first store in Portugal in 1997. More than 25 years dedicated to beauty and well-being, following trends, research, and evolution of the best in cosmetics. Perfumes & Companhia was awarded the Consumer Choice Award 2022, in the Perfumery category, for the fifth consecutive year.



# PERFUMES & COMPANHIA'S CHALLENGES

Needed to improve its commerce and marketing

Perfumes & Companhia is positioned as a premium cosmetic player with superior in-store customer service with care and beauty counseling. The online interaction with its customers and the ecommerce experience offered by the company were not in-line with the physical in-store experience.

## Perfumes & Companhia's objectives:

1

Drive revenue growth and profitability through a digital initiative

2

Enable omnichannel capabilities to deliver a unified experience to customers

3

Grow its online presence through digital rebranding

4

Improve customer experience and engagement through best-in-class solutions (Salesforce Commerce, Marketing, and Service Clouds)

# PERFUMES & COMPANHIA'S CHALLENGES

Needed to improve its commerce and marketing

**The company was looking for a series of enhancements:**

A scalable, feature-rich, mobile-friendly solution.

A 360° customer view for a better understanding of customer preferences.

Improved in-site search functionality.

A technical solution to support high demand during special events (Black Friday, Christmas, etc.).

Improved conversion rate through a new and enhanced UX/UI on the ecommerce platform.

Prepare platforms to grow to new international markets.



# OSF'S SOLUTION

Multicloud replatforming and integration to streamline sales

- ✓ OSF proposed to deliver the best solution according to Perfumes & Companhia roadmap.
- ✓ Salesforce Commerce, Marketing, and Service Clouds were recommended for Perfumes & Companhia. While Commerce and Marketing Clouds were a must have, Service Cloud was implemented to support integration between their CORE system and Marketing Cloud. At the same time, the company kept its customer service support application—Zendesk and continues to leverage their existing SMS gateway solution.



# OSF'S SOLUTION

An innovative implementation

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OSF Digital deployed an innovative solution, tailored to Perfumes & Companhia's needs. Complex promotional activity led to customizations of a typical out-of-the-box SFRA solution, with specific promotional rules and presentation layers applied.

- ✓ Offered different style guides and searches for specific product premium brands.
- ✓ Enabled complex promotional logic to products.
- ✓ Brought the store experience (promotions, usage of vouchers, loyalty points) to the online channel.
- ✓ Activated a 2-hour delivery option with fulfillment from stores.
- ✓ Enhanced Store Locator functionality for end users to validate product inventory.
- ✓ Included SMS triggered from third-party SMS gateway on Perfumes & Companhia marketing journeys.
- ✓ 360° customer view across channels.
- ✓ Advanced marketing features, including optimized management of newsletter opt-ins, abandoned browse/cart, and digital advertising networks.



# OSF'S SOLUTION

New capabilities

OSF's solution delivers new and complex capabilities to Perfumes & Companhia.

## Salesforce Commerce Cloud:

- Content page builder (Page Designer)
- Product bundles
- Check store availability
- Omnichannel coupon usage
- Use of loyalty points as a payment method



## Salesforce Marketing Cloud:

- Automated customer segmentation
- Email templates
- Journey automation and customization
- Abandoned browse and cart journeys



# OSF'S SOLUTION

A seamless path to purchase

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The implementation of OSF cartridges offers Perfumes & Companhia innovative ways to engage with its customers.



With **Store Locator**, customers can find their closest store based on their current location or the approximate location determined using the geolocation service provided by Salesforce Commerce Cloud.



**Back in Stock** lets customers opt in to alerts for temporarily unavailable items.



**BlogLINK** helps merchants integrate their WordPress blog with the Salesforce Commerce Cloud-based ecommerce store to improve content management and deliver a personalized customer experience.

# OSF'S SOLUTION

Seamless third-party integrations

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To help Perfumes & Companhia streamline its online presence, OSF Digital performed seamless third-party integrations with:



**Core ERP**



**zendesk**

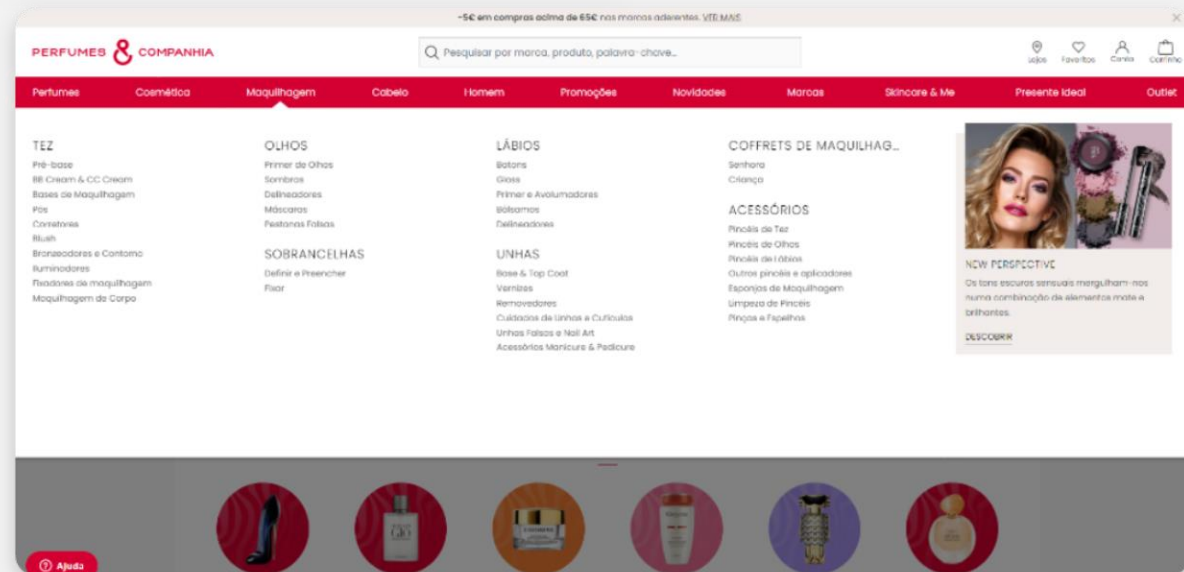
**Quantcast**

# OSF'S SOLUTION

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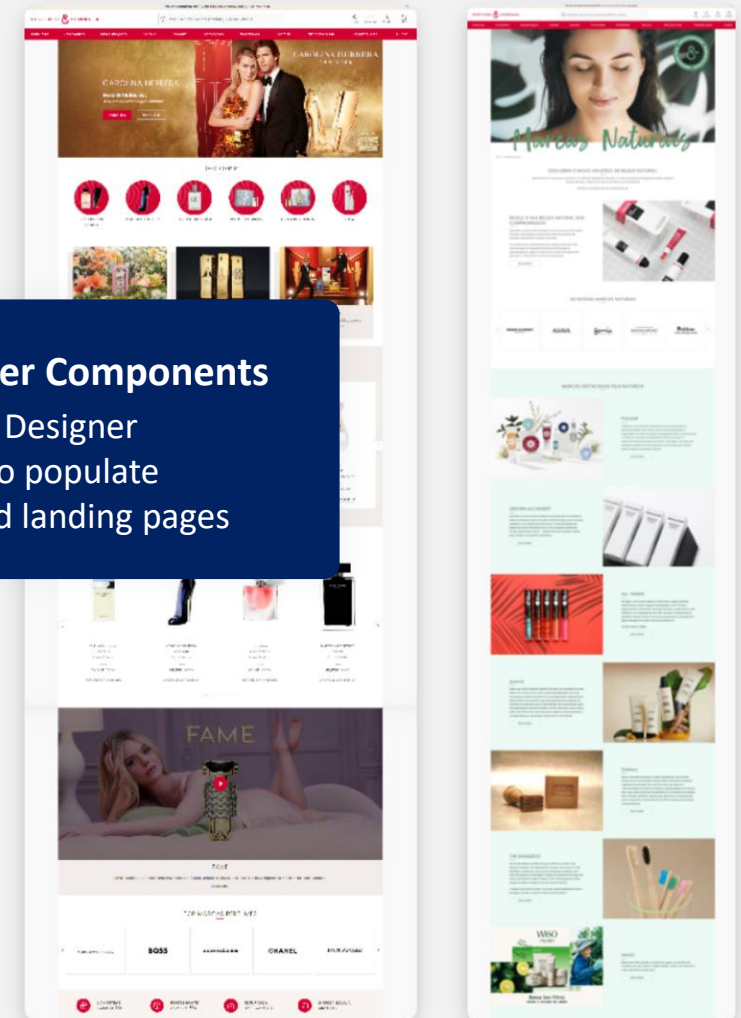
## Mega Nav

Extensive category structure handled in a mega-navigation with content banners



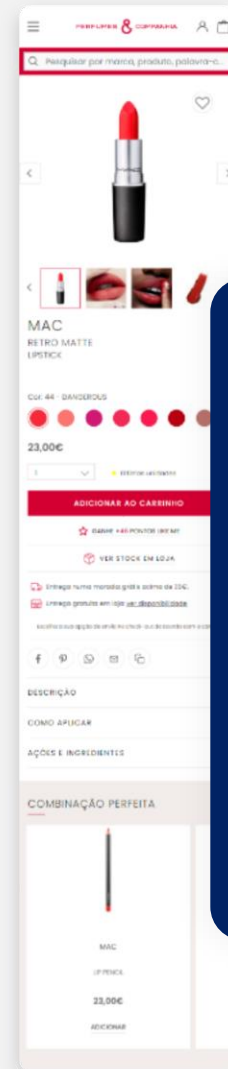
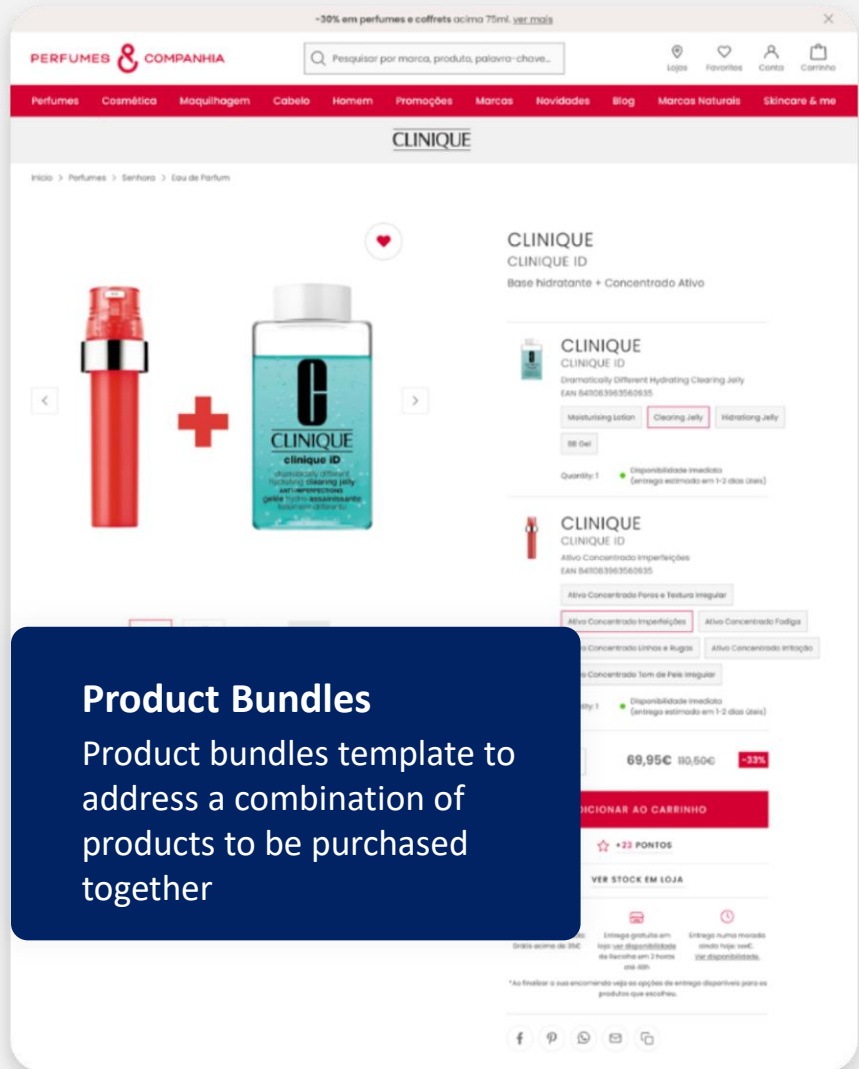
## Page Designer Components

Multiple Page Designer components to populate homepage and landing pages



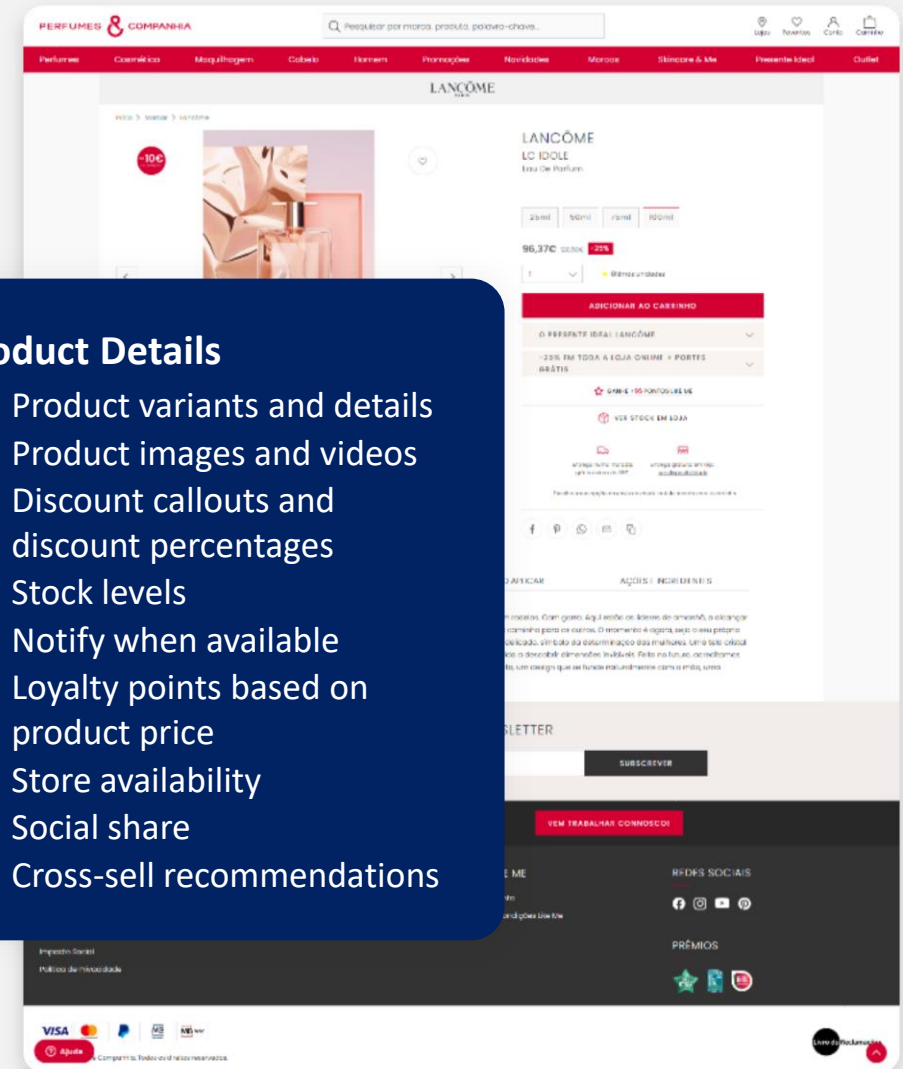
# OSF'S SOLUTION

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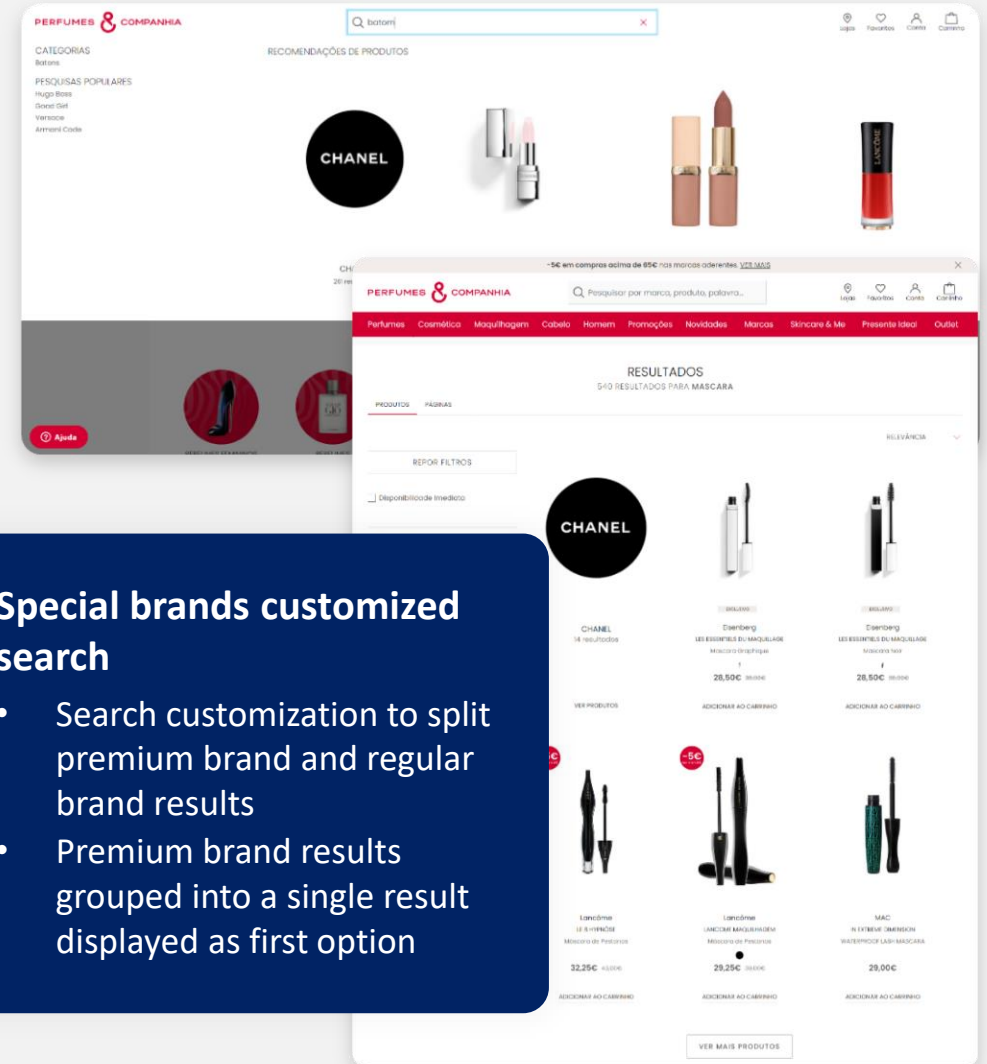
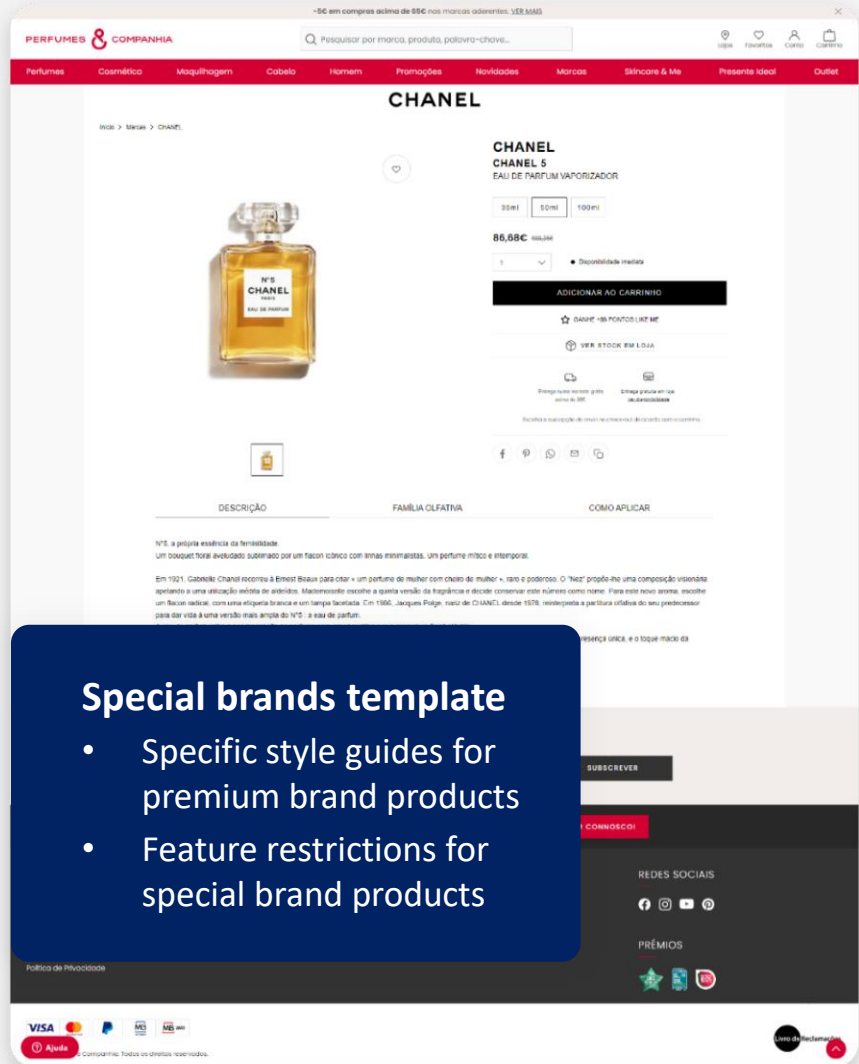
## Product Details

- Product variants and details
- Product images and videos
- Discount callouts and discount percentages
- Stock levels
- Notify when available
- Loyalty points based on product price
- Store availability
- Social share
- Cross-sell recommendations



# OSF'S SOLUTION

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**Special brands template**

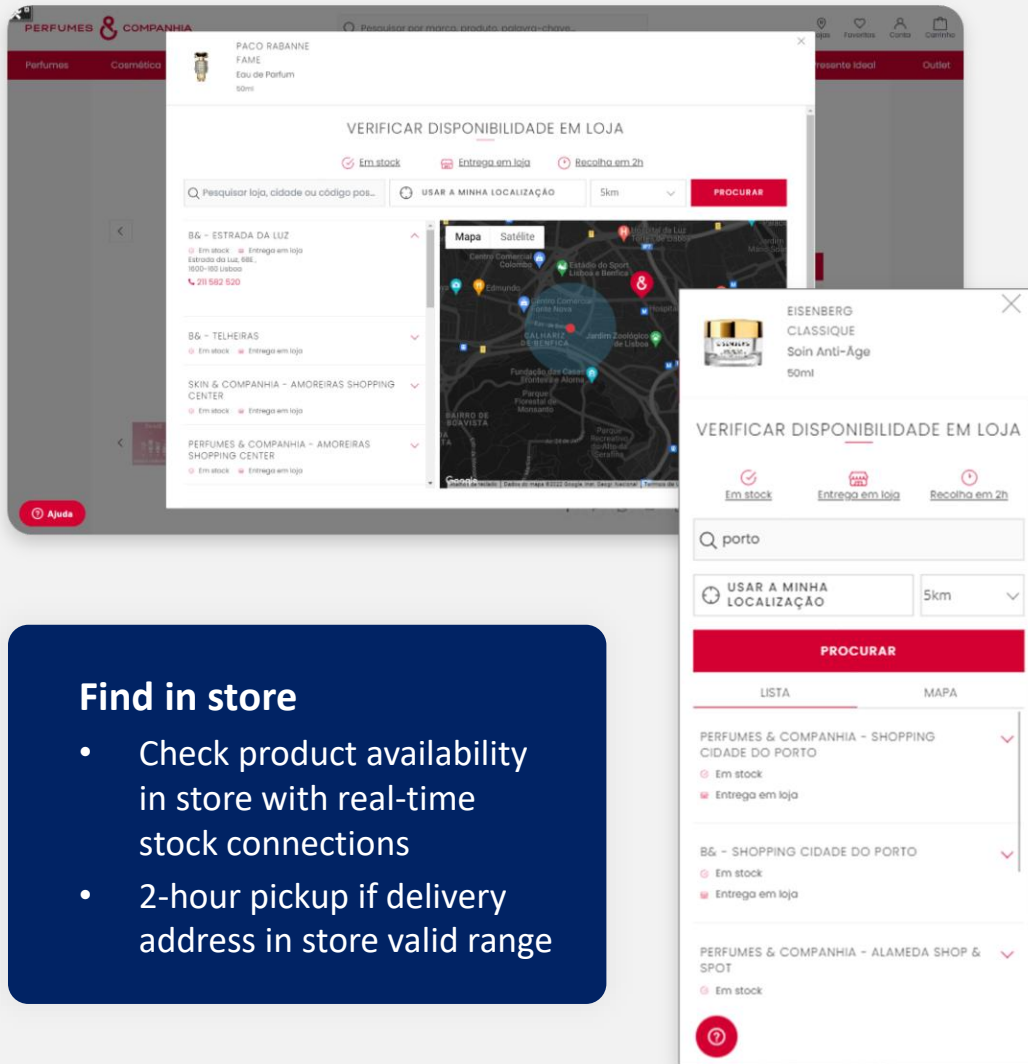
- Specific style guides for premium brand products
- Feature restrictions for special brand products

**Special brands customized search**

- Search customization to split premium brand and regular brand results
- Premium brand results grouped into a single result displayed as first option

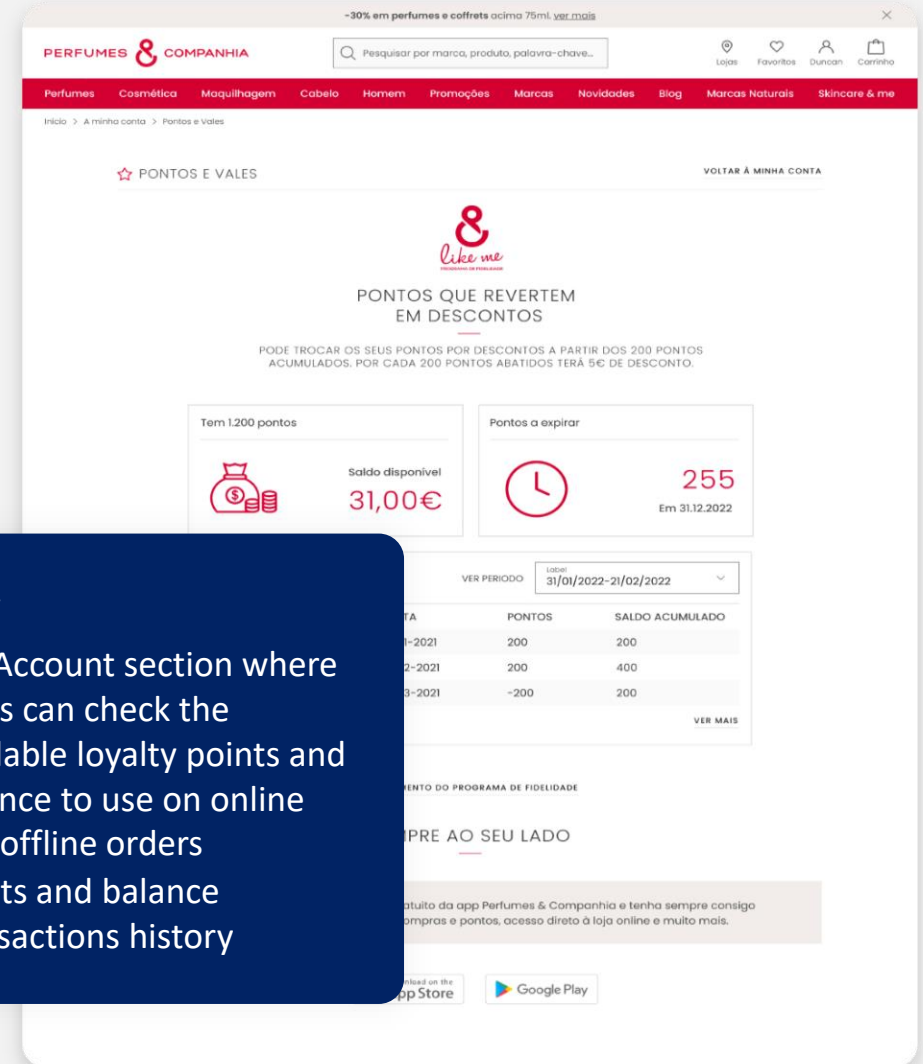
# OSF'S SOLUTION

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## Find in store

- Check product availability in store with real-time stock connections
- 2-hour pickup if delivery address in store valid range



## Loyalty

- My Account section where users can check the available loyalty points and balance to use on online and offline orders
- Points and balance transactions history

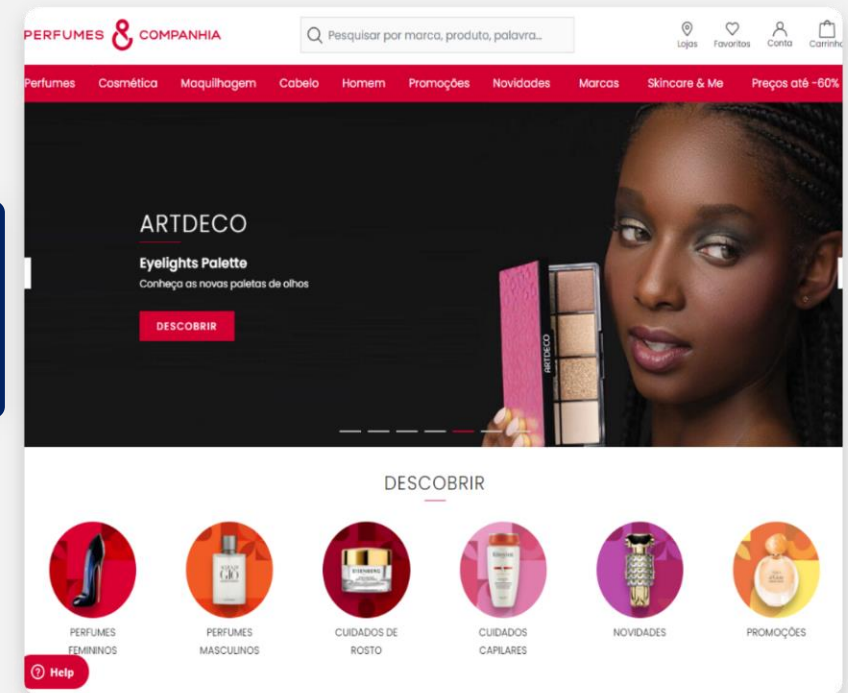
# OSF'S SOLUTION

**Physical** and **Online** Stores are now connected!

Customer experience has improved by leveraging the custom merging accounts functionality. This feature provide customers with a seamless experience across multiple channels by allowing them or the P&C store assistant to access account information and history, regardless of whether they are shopping online or in-store.

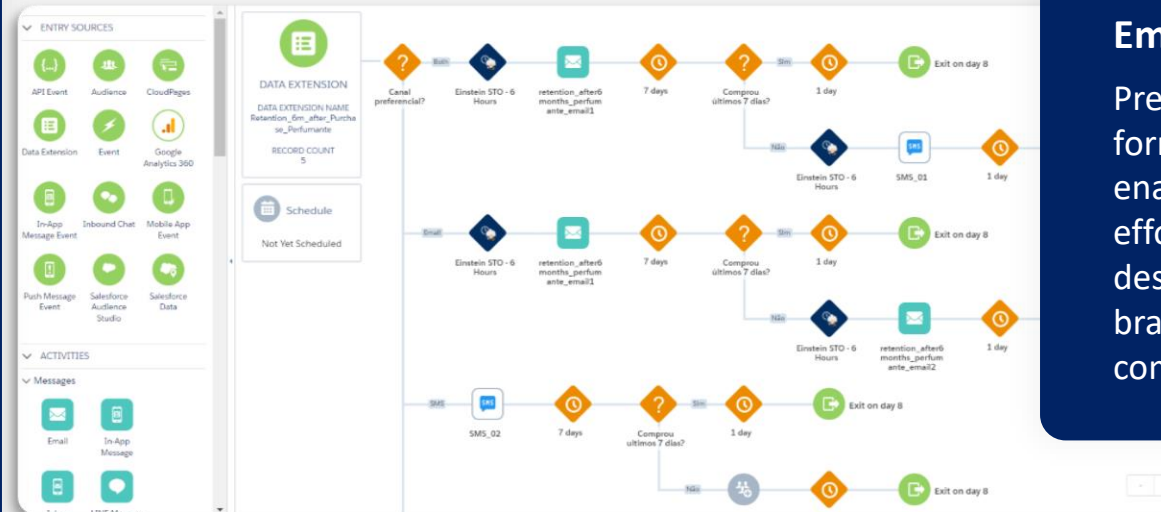


Omnichannel  
Customer Accounts



## Customer Segmentation & Journey Automation

P&C can now combine customer segmentation and journey automation to create **highly personalized** and **efficient marketing campaigns** for their customers. By identifying specific customer segments and their needs, P&C can **automate tailored journeys** for each segment. This can include **personalized emails** or **SMS messages** with relevant content at each stage of the customer journey, leading to **increased customer engagement**, **higher conversion rates**, and ultimately, **increased revenue** for the P&C.



## Email Templates

Pre-designed and standardized format email campaigns that enable P&C to save time and effort by reusing a common design and helping to ensure brand consistency for marketing communications.

## SMS App

A custom-built solution to be used in customer journeys, allowing hybrid journeys to be created by P&C using an existing external SMS Gateway.

Relatório de Envios	
Total de envios:	5000
Clientes alcançados:	3875
Transactions:	295
Revenue:	15498.57 €

# RESULTS

## Integrated tech stack for enhanced commerce

Salesforce Commerce, Service, and Marketing Clouds connected with Perfumes & Companhia's ERP system, enabling the merchant to have an accurate view of customer behavior. P&C can have a single view of customer personal information, preferences and purchase history data.

### OSF's implementation and seamless integration empower Perfumes & Companhia to:

- ✓ Manage opt-in status across all Salesforce Clouds (Commerce, Service, and Marketing), including their ERP.
- ✓ Improve customer segmentation, allowing personalized communication based on region, preferences, and purchase history.
- ✓ Use Einstein capabilities to trigger emails from Marketing Cloud for abandoned browse and cart journeys.



# RESULTS

## Enriched online sales experience

After OSF's deployment and integration of Salesforce Commerce and Marketing Clouds, Perfumes & Companhia is enjoying the following benefits:

- ✓ **Scalability and seamless data synchronization** between systems.
- ✓ **More site stability** with less effort from IT.
- ✓ **Boosted, more predictable online sales** with current and new customers.
- ✓ **Minimum support and automatic updates** with an efficient SaaS solution implementation.
- ✓ **Marketing Automation** allows the team to focus on marketing strategy—leveraging Marketing Cloud functionalities to execute the strategy.
- ✓ **Time savings** with the re-use of content templates, content time and date configuration, preview in Salesforce Commerce Cloud, and email and SMS templates in Marketing Cloud.
- ✓ **Greater visibility** with customer data in a single place by leveraging Marketing Cloud.
- ✓ **Site speed, availability, and accessibility improvements** due to Commerce Cloud's capabilities.



# RESULTS

Strengthened ecommerce and marketing

OSF's solution has helped Perfumes & Companhia to:

- ✓ Improve customer experience and engagement.
- ✓ Increase flexibility and agility in dealing with business challenges.
- ✓ Increase digital presence and brand awareness.
- ✓ Prepare for high-demand periods (Black Friday, Christmas, etc.).



# TESTIMONIAL

Our work through the eyes of our clients

OSF's technical team did an excellent job implementing Salesforce's "3 clouds": Service, Marketing, and Commerce. They have extensive knowledge of Salesforce platforms, and this made us save a lot of time and work in the numerous integrations. During the project, both teams worked side-by-side in one single task force, and we had very good project control. We delivered on time and within the defined budget.

DIOGO CALDEIRA PINTO

Chief Information Officer at Grupo Arié



# TESTIMONIAL

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Our work through the eyes of our clients

This was a multidisciplinary project that required the input and collaboration of several teams across internal departments and external partners. OSF's talented team, which was always available to guide us and help us through the process, proved to have a solid knowledge of Salesforce products. On the other hand, their project management skills were crucial to keeping us on track and ensuring that all the requirements of this multi-cloud project were fulfilled with quality. This project allowed us to improve our technological landscape and processes and to be more prepared to embrace future challenges, consolidate our leadership, and above all, deliver our customers the best experience.

AMÉLIA SOUSA

E-Commerce Lead at Perfumes & Companhia



# A SUCCESSFUL PARTNERSHIP!



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**THANK YOU!**