

**OSF** | DIGITAL SEPHORA

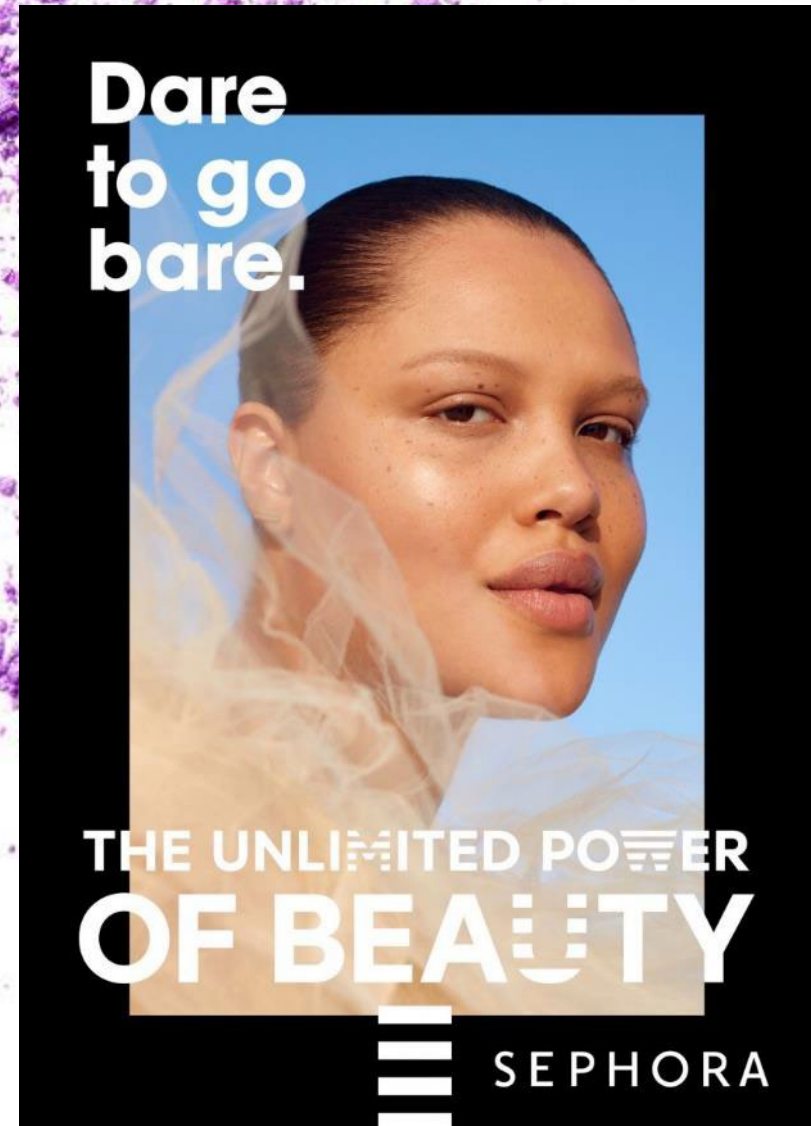
**IMPLEMENTING AN IMPRESSIVE  
ECOMMERCE EXPANSION STRATEGY**

# ABOUT SEPHORA

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## SEPHORA

Sephora is the world's most loved beauty community, offering a unique retail experience for passionate clients and innovative beauty brands, encouraging them to be fearless in their creativity and self-expression. Since its debut in France over 50 years ago, Sephora has been a leader in global prestige omni-retail, inspiring clients to explore a universe of beauty and wellness with an ever-changing array of carefully curated brand partners, from classic selective brands to exclusive independent ones, and the critically acclaimed Sephora Collection. Owned by LVMH Moët Hennessy Louis Vuitton, the world's leading luxury goods group, Sephora's excellence, innovation, and entrepreneurial spirit have made it an omnichannel beauty trailblazer in 35 countries.



# SEPHORA'S CHALLENGES

Need To Establish A Solid Ecommerce Presence

Sephora wanted to reinforce its ecommerce presence and didn't have a local logistics partner in the Nordic region. The company wanted to enter the market with brand-new, feature-rich websites in Sweden and Denmark.

After the launch of online shops in the Nordics, Sephora then sought to expand its ecommerce outreach further into Europe and the Middle East.

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# SEPHORA'S CHALLENGES

Looking To Provide An Impeccable Shopping Experience

## PERSONALIZATION

Sephora sought to delight its clientele through a more personalized shopping experience.

## NEED FOR A LOYALTY PROGRAM

Sephora was looking to strengthen its relationship with customers. The company wanted to implement a loyalty program.



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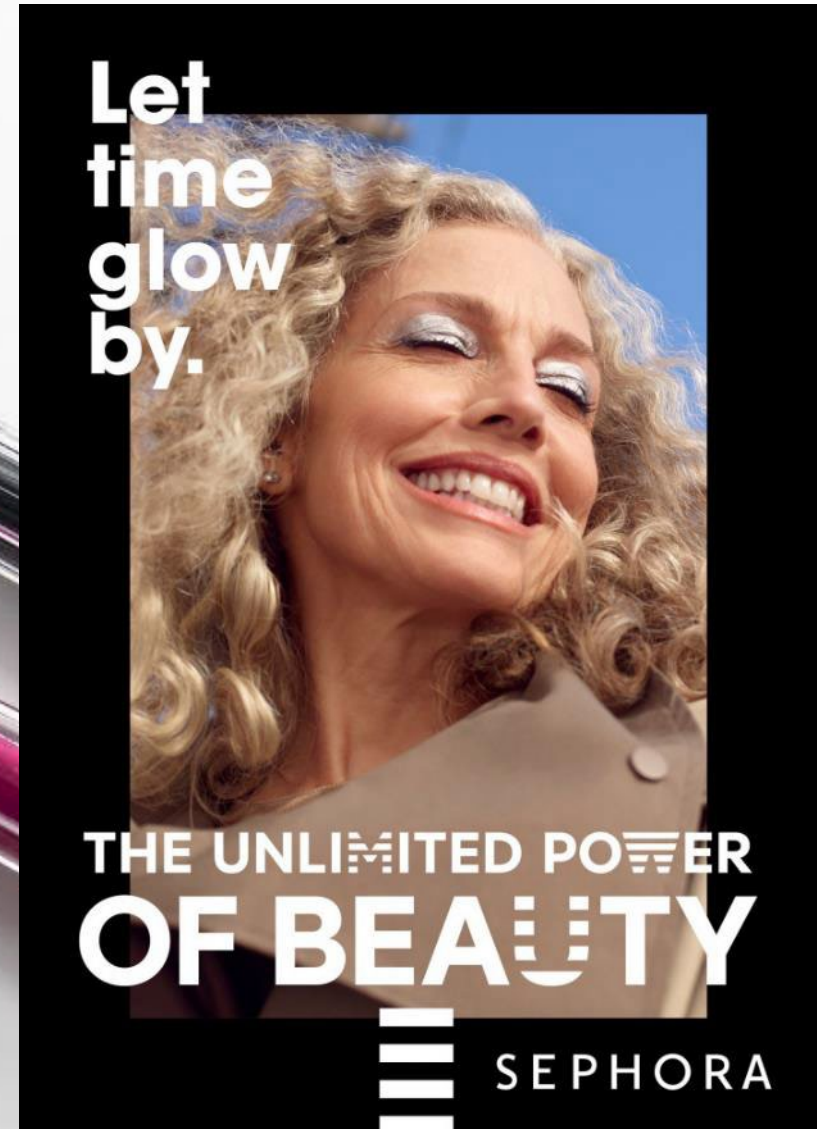
# SEPHORA'S CHALLENGES

## Order Management System

Sephora needed an order management system for its new online stores in France, Spain, Germany, Italy, Poland and the Middle East.

The company was looking to obtain an OMS system that would:

- Easily integrate in the current ecosystem
- Provide a single view across channels
- Efficiently track and fulfill sales orders



# OSF'S SOLUTION

Implementing A Complex Ecommerce Strategy

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## LAUNCHED

two new Salesforce Commerce Cloud websites in Sweden and Denmark based on a shared core code-base Reference Application (Ref App) to enable site-to-site code reuse and quick global online expansion.



## IMPLEMENTED

ecommerce websites for Germany, Portugal and France based on the Salesforce Commerce Cloud core model.



## UPDATED

Sephora's Core model with new features and modules and upgraded it to the premium version of Commerce Cloud Core model.



## PERFORMED

a complete UI revamp with a new design that will serve as a template for all future site launches.



## LAUNCHED

new websites for United Arab Emirates and Saudi Arabia in Arabic and English languages.



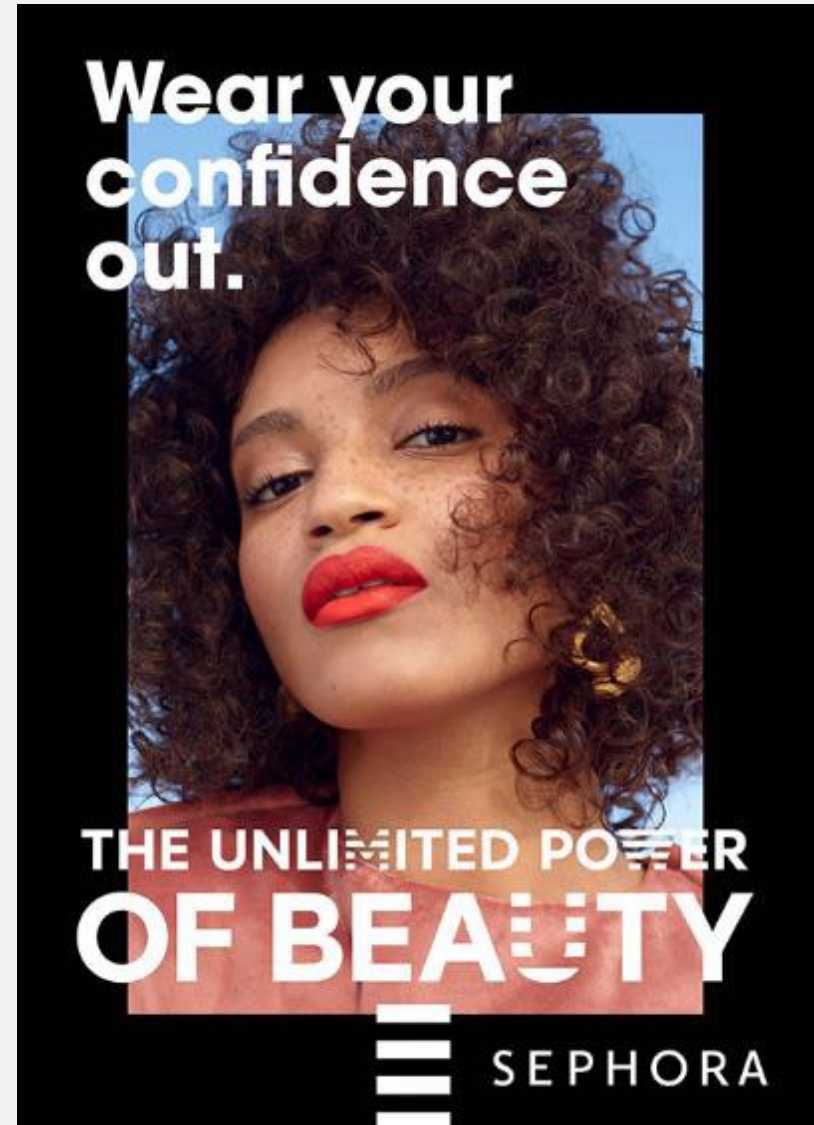
# OSF'S SOLUTION

Implementation Of A Loyalty Card Program

OSF implemented a loyalty card program



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# OSF'S SOLUTION

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Rich Personalization Opportunities & Enhanced Wishlist Functionality

OSF added deep personalization features via a slider on the homepage providing customers with easy access to the most relevant categories and items upon hovering. Sephora now has extended Wishlist functionality including:



ADD TO BASKET VIA  
MINICART



ADD A FRIEND  
Invite a friend to the  
wishlist to check out  
the product via email



SHARE ON SOCIAL  
MEDIA

# OSF'S SOLUTION

Integration Of A Powerful Order Management System

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## THE NORDICS

Performed a deep customization of Customer Service Suite and extended it to act as an OMS for websites in Sweden, Denmark and Portugal.

Implemented Salesforce's Commerce Cloud-based "Ship from Store," module allowing Sephora's in-store staff to manage orders, pick & pack, shipping, returns and reimbursement.

## EMEA

Integrated Tecsys Distributed Order Management (DOM) for Sephora France ensuring dependable order management processes, accurate order processing and flexible rules configuration.

# RESULTS

Setting the stage for online global expansion

Sephora established a solid ecommerce presence through feature-rich websites with robust personalization capabilities



Sweden



Denmark



Germany



France



Portugal



UAE



Saudi Arabia

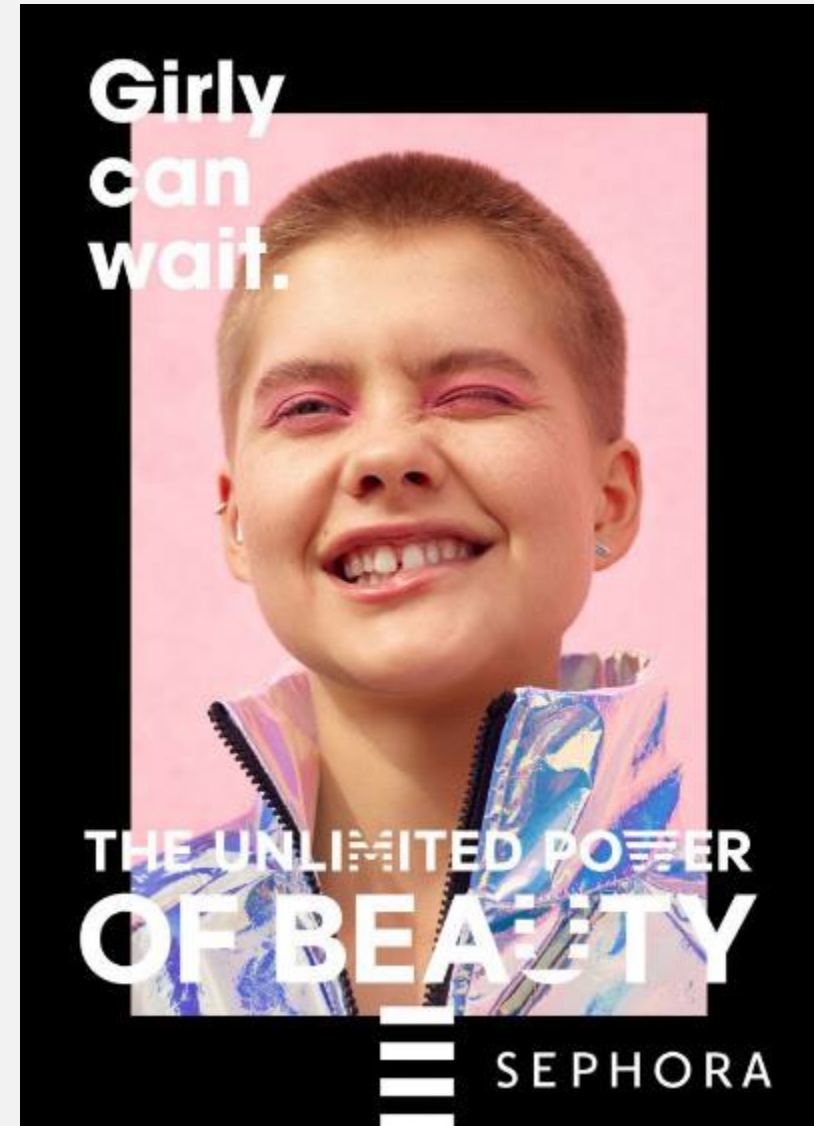


# RESULTS

Enhanced User Experience

better UX

- ✓ Shortened checkout process by displaying shipping and billing options on a single page
- ✓ Loyalty programs
- ✓ Ability to choose pack station
- ✓ Optimized selection of product shade variations with the filter and compare by shade feature
- ✓ Wishlist functionality
- ✓ Gift-wrapping options



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Beauty

THANK YOU!