

 Feedback Management

# How Clarins uses the NPS to deliver an unforgettable shopping experience to its customers across all channels?

CASE STUDY - CLARINS

 Skeepers



CLARINS  
PARIS

# Client



The company is present in over 150 countries with the Clarins and My Blend brands and is number one in high-end skincare in Europe\*.

Although 90% of its products are exported worldwide, they are still formulated and designed in Clarins Laboratories in France. Thanks to the talent of its 8,500 employees, Clarins is pursuing a long-term vision, taking care of what has made it successful:

Its strong relationship with its customers, its capacity for permanent innovation and its commitment to Responsible Beauty, which will continue to nourish its pioneering but always inspired spirit.

Clarins has set up many successful projects. Ready to discover which ones?

Customer relations and quality of advice is a strong point at Clarins. The company therefore wanted to implement a process for measuring the customer experience using a global NPS indicator.





748k Followers



**INDUSTRY**

Retail



**WEBSITE**

[www.clarins.com](http://www.clarins.com)



**SKEEPERS CLIENT SINCE**

2021



**PRODUCT**

Feedback Management





# Challenges



Improve customer knowledge and customer relations thanks to feedback

- Correct the existing disparities between in-store and online journeys to ensure the same quality of customer experience.
- Measuring satisfaction after an online or in-store purchase
- Studies produced in new releases



# Challenges



Harmonise the overall data collection process across the EMEA and AMER regions

- Conducting internal employee surveys
- Roll out campaigns locally so that results can be compared between countries and regions
- Use the data collected with the questionnaires to improve the work done internally.



# Solutions



## Measuring satisfaction after an online or in-store purchase

Key elements of the customer journey are assessed in order to identify irritants, and to make corrections on a regional or global scale. The NPS score is the main indicator, but other elements such as delivery, customer service or reception are assessed using a CSAT (Customer Satisfaction) indicator.

This satisfaction campaign has two other complementary uses:

- Identify repurchase intent to trigger marketing actions;
- Enrich the customer database when data is missing;





# Solutions



## Setting up ad hoc secondary campaigns

Skeepers is also used to **conduct internal employee surveys and product research** when new products are launched.



# Results

**+13pts**

NPS Points

A concrete improvement of the NPS score in only a few months between 2019 and 2020

**+242%**

Respondents to questionnaires

Customers who play the game and who respond in increasing numbers (between 2019 and 2020)





# Client review : Marie-Sophie Sandana



## International CRM Project Manager

Like many companies, **we have high stakes in terms of budget and internal resources.** The global team coordinates the project and deploys the pilots to ease the burden on the regions, and above all to ensure real consistency in the questionnaires. **In this way, we are able to consolidate our results on a global scale and use the customer feedback in strategic decision-making.**

The choice of solution had to be made very quickly, and Sleepers was recommended to us. **We were convinced by the technology, and the support was a key element in the decision.**



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