



SUCCESS STORY

L'OREAL

NYX



NYX is a highly successful cosmetics company owned by L'Oreal since 2014. Thanks to an exponential growth of more than 213%, NYX revenue climbed to a total of more than 160 million dollars for 2016.

NYX 's marketing strategy is mostly digital. You won't see any print or TV ads but you will see many YouTube vloggers. This approach creates strong brand loyalty with dedicated followers.

THE CHALLENGE

Capture in store customer information.

NYX store openings generate huge lines of customers waiting to enter the store. For NYX it was critical to capture customer information to enroll them real time in their digital CRM. Understanding who walks in a store was also a must to develop a digital conversation.

NYX had worked with an agency to develop a Customer Capture app. The app looked great but did not connect to the L'OREAL customer database or the POS system in the store. That delayed customer creation and upkeep. Ultimately, it proved to be ineffective for a high paced, dynamic organization.

THE SOLUTION

A Customer Capture app connected in real time to L'OREAL POS/CRM systems.

EachScape worked with the L'OREAL USA CRO and NYX CRM teams to implement the NYX Customer Capture app which connects to L'OREAL's POS and CRM in real time.

The Customer Capture app impacts the entire process: Newly created customers are immediately added to the marketing workflow and can then receive offers before they leave the store. A NYX client card immediately shows up in their phone wallet, another key touch point for the brand.

EachScape provided the flexibility the CRM team needed. The NYX Customer Capture app runs on connected iPad minis and offers a Web based admin tool. The store team can create and edit events like store opening or pop up store in real time.



THE RESULTS

More customers added to digital marketing, more timely contacts made.

Newly created **NYX** clients are immediately added to the marketing workflow. They receive a **NYX** client card for their phone wallet to ensure on going contact. **NYX** increased customers touch points while being more reactive. Last, but not least, administration is very straightforward, the CRM team can directly administer the app and easily train the store teams to use it.



Real time Customer Creation and follow up.



Walk-in customer registration up by **245%**.

“

The **Customer Capture** app by **EachScape** has been a great investment. It enhances the customer experience and maximizes the productivity. The back-end of the app is very intuitive and self-manageable.”

Hannah O’Neill,
CRM & Loyalty at
NYX Professional
Makeup



WHY DID L’OREAL CHOSE EACHSCAPE?

L’OREAL chose EachScape because the app runs on a highly sophisticated mobile development platform allowing highly custom features and fast integrations with existing vendors.

- It guarantees flexibility to cover future needs.
- Solutions run across devices and operating systems.
- L’OREAL USA CRO team & NYX CRM teams can develop the app on their own using EachScape App Studio to add the functionalities they need.

Contact us for a demo today:
info@eachscape.com | EachScape.com

