

Estée Lauder: High performance in digital service thanks to Glassix



The marketing slogan „Telephone, Telegraph, Tell-a-Woman“ „directed Estee Lauder throughout its years of operation and expresses the business and marketing global view of the company’s founder, Estee Lauder. According to which the key to success in marketing its products lie in conventional and non-conventional media. With the advancement of digital channels, the telegraph, and the telephone are now giving way to digital communication channels - WhatsApp, email, texting, Facebook, Messenger and Instagram – and today it may be possible to offer a renewal of the slogan coined by Estee Lauder, and say:

“WhatsApp, Email, Text-a-Woman”

Zohar Shemesh, operations and customer service manager at Estee Lauder shared with us how the omnichannel communication system Glassix, combined with WhatsApp for Business, enables the company to implement the vision and global view of the company’s founder, and provides the most efficient, professional, and personal service to the company’s customers.

Zohar Shemesh, can you tell us a little about the company?

Estee Lauder was established in 1946 in Queens, New York. The founder of the company and her husband, Joseph, began their journey by selling four beauty products for women in beauty salons throughout the city. Since then, Estee Lauder has become one of the world’s leading companies. The company markets thousands of products from about 25 different brands, in addition to the private label ESTEE LAUDER, and employs over 48,000 people worldwide. Its products are sold in about 150 countries and its annual sales turnover is approximately \$ 14 billion.

Estee Lauder along with their various brands can be purchased at drugstore chains, beauty salons, Estee Lauder flagship stores, and online stores operated by the company.

What was the factor that led you to incorporate an omnichannel solution using Glassix?

Our service center provides a solution to a very wide variety of customers and handles a huge number of

inquiries - from distributors, professionals such as makeup artists and hairstylists, as well as consumers - hundreds of thousands of women and men who use our care and beauty products.

To provide service according to the high standard that a global company like Estee Lauder has set for itself over the years, it was clear to us that a digital communication platform that includes a WhatsApp component needs to be integrated into our service. The reason is that in such a digital service model, each representative can handle several inquiries at once, which allows our service solution to respond to customers faster, shorten, and even eliminate the need to wait for a service representative on the phone line, and of course - give all our customers the highest level of service experience.

Did the implementation of the solution really enable you to meet these goals?

Completely. To understand how successful the system has been, it is important to understand the challenge: Estee Lauder sells many different products, so all our service representatives at our centers must be profi-



cient and well familiar with all the different products and brands we sell. Thanks to Glassix, a representative who receives an inquiry through one of the digital channels know immediately which brand the inquiry is about, and that allows it to provide the most effective answer, whether it is professional advice, information regarding shipping and delivery, order status, and more.

The company also operates several shopping websites where thousands of our products are sold, and without Glassix, which centralizes all leads from all sites and channels them into one dashboard, it was very difficult for us to track all the leads, document them, and get a complete snapshot of all interactions.

Glassix is also integrated with our customer information system (CRM), so all communication with customers and resellers is fully documented. Also, using Glassix we can send digital forms and documents as well as training materials to partners and resellers, which resulted in a significant streamlining of our internal processes.

How did customers and partners receive the transition from telephone service to digital service?

Enthusiastically! From a situation where all calls to the center came over the phone, today about 70% of calls to service representatives come through business channels, primarily WhatsApp, with full routing to relevant representatives, who can handle a wide range of issues – changes to orders, product exchanges, delivery, professional advice, and more, all through one communication system.

What about your new customer community? How does Glassix fit in with it?

Indeed, we are in the process of establishing a customer member community, called PRO, which aims to allow hundreds of thousands of our customers to be updated on new products, promotions, and relevant information on body care and beauty, and to order products at specially discounted prices. We are setting up a mini-site that will serve the community members,

and the Glassix solution will be integrated into this process and will allow us to provide the highest level of service to the members, both through the website and via WhatsApp and other digital channels.

It is also important to note that since the start of the pandemic, the volume of activity in our online stores increased significantly as many stores were closed or operated at a limited capacity and Glassix allowed us to achieve full business continuity. Not only was customer service unaffected, it even became more efficient, and during the 2020 holiday shopping season, in which we experienced a huge increase in activity, Glassix completely delivered the goods.