

L'OREAL

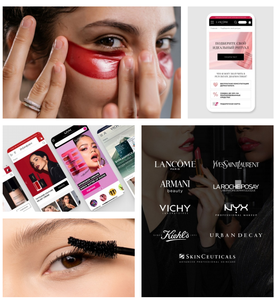
Providing Beautiful Customer Experiences

Timeless Beauty Across the Globe

L'ORÉAL

For over 110 years, L'Oréal has demonstrated its unique expertise in the beauty industry. The global L'Oréal Group has a diverse portfolio of complementary brands spanning its consumer, professional, active cosmetics and L'Oréal Luxe divisions.

The company consistently meets new customer demands throughout its range of skincare, makeup, haircare, hair colour, fragrances, and more.

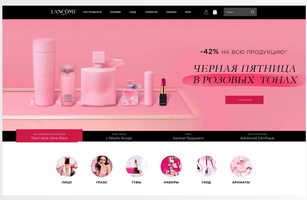


CHALLENGES

Inconsistencies Increasing Time and Costs

01

L'Oréal had 9 distinct brands - Lancôme, Giorgio Armani, La Roche-Posay, Vichy, Saint Laurent, Kiehls, NYX, Skinceuticals, and Urban Decay. With these brands separately building, updating, and managing multiple stores, eCommerce integrations and partners, time and costs were stacking up. Back-end operations were also heavily impacted, and the customer experience was inconsistent between brands.





STRATEGY

A Global Strategy for Rapid Rollouts

L'Oréal's ageing eCommerce platform was holding back the consolidation and growth of the group's digital brands. The company wanted to streamline operations and deliver consistent experiences to its loyal customers. L'Oréal needed a global reference architecture (GRA) and a unified codebase to roll out brand sites rapidly.

EXECUTION

A Stunningly Efficient, Unified Solution

In just 16 months, eWave completely reimplemented 9 separate brand sites and integrated them into L'Oréal's IT infrastructure, boosting operational efficiency.

01

eWave expertly managed 15 development streams, including Unicore, brand logic, web design and UI/UX. The team used a global reference architecture to unify the codebase and feature sets across the company's 9 brands. Additionally, code consolidation sought to increase site performance under even the highest load scenarios.

02

An extensive list of 3rd party integrations was written anew by eWave, including:

- 5 x different shipping providers
- 3 x product information feed providers
- Product review feeds
- 2 x customer service platforms
- Payment gateways and online receipts
- Advertising networks
- SMS Centre
- SAP back-end ERP system
- Mindbox and MARS CRM systems
- Modiface virtual makeup service

03

Caching management added by eWave also enabled L'Oréal to handle site cache independently. This pivotal tactic meant that brands could manage and merchandise sites separately while maintaining a single architecture across all brands.

L'Oréal now has a consistent architecture that will allow additional sites to be rolled out faster and deliver efficiency gains well into the future. All while providing a beautifully consistent experience to the company's loyal customer base.

SERVICES

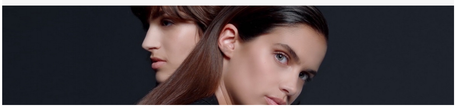
Exceptional customer experiences

Strategy ST
- Consulting
- Customer Research
- Technology Selection
- Ecosystem Design

Experience EX
- Service Design
- UX Design
- UI Design

Delivery DE
- Commerce
- Middleware
- System Integration
- Infrastructure

Growth GR



RESULT

Improved Capability and Streamlined Operations

Individual site merchandising capability under a single architecture.

A complete reimplementation and consolidation of 9 separate eCommerce sites.

Streamlining of 3rd party integrations and back-end operations.

Unlock faster online growth for your brand
Schedule a 30 min discovery session.
BOOK A SESSION

Next in Case Studies