



Case Study

CLARINS



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Overview

Clarins has been working with Booxi since 2019 to modernize the way they manage their appointments and reservations. Today, they use the software for everything related to booking paid and free services – both to manage staff calendars, but also to allow their customers to book online.

Booxi supports them in three main departments:

- Clarins Spa: various beauty and skin treatments that are offered in their spas.
- Clarins & Me: a free consultation service via video or phone call where clients connect with a beauty consultant.
- Clarins Education: a series of events where beauty consultants from across the country receive group training.

Booxi also supports Clarins for appointment scheduling in various other sectors such as with Beauty Advisors in Department Stores or for treatment services in Air France VIP lounges.

Booxi has helped Clarins optimize its operations and manage the quality and validity of its appointments, letting them focus on the exchange and experience between consultants and customers.

Let's explore each use case and the outcomes.

“ We will never go back to the way we worked in the past. Using Booxi has been such an efficiency booster and has freed up our teams to focus on our core business. ”

LIONEL UZAN

President, Clarins North America

Introduction

Today, the economic atmosphere is more competitive than ever, while consumer behavior is constantly evolving and becoming more demanding. In addition, in the age of social media and influencers, the cosmetics industry is becoming more complex and the competition is constantly increasing.

It is therefore essential for brands to innovate and show creativity in order to gain a place in consumers' minds. To achieve this, **experiential commerce** remains the best solution.

Creating a bond with consumers through customer service is essential to building a long-lasting relationship and creating brand loyalty.

Clarins, one of the leaders in the luxury beauty industry, has understood the challenges of the market. The brand is constantly innovating and evolving to adapt to customer demand. In addition to offering quality products, Clarins has decided to focus on the experiential by creating various exclusive services to provide customers with personalized experiences and expert advice, both in-store and remotely.



Problem

By expanding the services they offer to provide experiences for their customers, but also to optimize their recruiting and training, Clarins was running many projects in a row, all of which involved appointment scheduling in some way.

Soon, they realized that using an appointment scheduling software became essential. Some Clarins Spas were still taking appointments on paper, while others were testing several appointment scheduling tools without success.

However, one thing was still missing: the synchronization and centralization of all their data with the sales software (staff, CRM, services and products, sales...).

Indeed, without software capable of centralizing everything, mistakes are quickly made: double entries, lost information, etc. It was mandatory to always double-check everything, which led to a significant loss of time and efficiency.

Solution

Managing and operating a service offering can be quite difficult to deploy on a large scale. Clarins wanted to work with a company capable of agility. That's where Booxi came in; with its automation and simplification of appointment management, Clarins was immediately convinced.

After trying out several appointment solutions, Clarins realized that Booxi was the only one capable of solving all three of the challenges they were facing. In addition, thanks to its **integration with Cegid Y2**, Booxi allows the synchronization and centralization of all retail activities, from reservations to sales status. So that no more mistakes can be made.

"Booxi was the one system that allowed us to solve all of our problems in one place."

LIONEL UZAN

President, Clarins North America

“

What I liked most about Booxi was the collaboration aspect. The product is very intuitive and the integration was quite flawless. Plus, we had great support from the team! It was a great partnership.”



Lionel Uzan

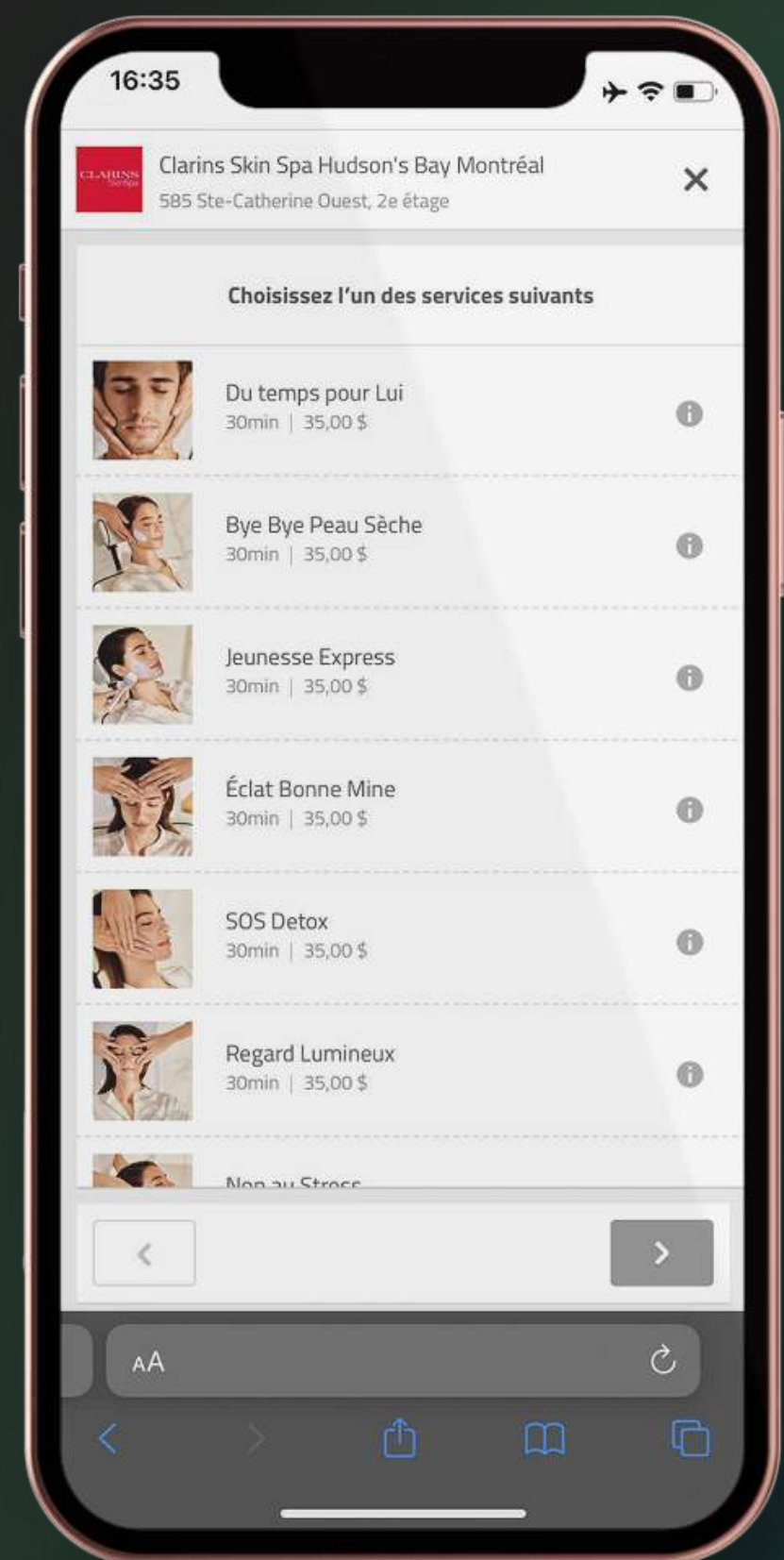
President, Clarins North America

Clarins Spa

Clarins primarily uses Booxi to allow their clients to book their treatments at their Skin Spas through their website. Since the official launch of its first Spa location in Canada, Booxi has successfully processed thousands of bookings and delighted its customers with a seamless and intuitive experience.

Rather than having to call during business hours to book an appointment, clients can now book their treatments at their convenience. In addition, managing cancellations and reschedules are much easier, as everything is now done through the Booxi tool and updates are available in real-time.

Finally, the rate of no-shows has decreased significantly thanks to automatic reminders sent by SMS.



Integration with Cegid Y2

By using Booxi integrated with Cegid Y2, Clarins can centralize and automate everything related to the retail part of their service offer. They benefit from considerable time savings and greatly reduce the risk of error. They can validate the arrival of their customers and centralize all the history of each one, their past appointments, the purchases they have made, etc.

The integration with Cegid Y2 allows perfect synchronization of customer data from the online appointment booking to the payment in-store and the creation of receipts.

Everything can be synchronized: CRM data, departments, staff and even sales status.

Previously, Clarins used two separate systems for their appointments and POS – thanks to the integration of Booxi with Cegid Y2, everything now works together.

Clarins & Me

Launched during the pandemic, Clarins & Me is above all a marketing strategy to attract new customers and better serve existing ones. The project was initiated well before the pandemic and was able to be launched at the very beginning of the first lockdown. Since it was no longer possible to go to a store to speak to a beauty consultant, this program allowed Clarins to offer its expertise through a new digital channel.

These virtual appointments are made in a very professional way: Beauty Consultants, hired specially for this service, are located in a virtual boutique replicating a Clarins store. Given that the number of Beauty Consultants is limited, and for them to better prepare and offer a personalized experience to each consumer, these consultations were only available by appointment (with a booking button on the website or sent by email).

Booxi was deployed in just a few days on the Clarins website so that customers could quickly book appointments. This project is now an integral part of Clarins' service menu.

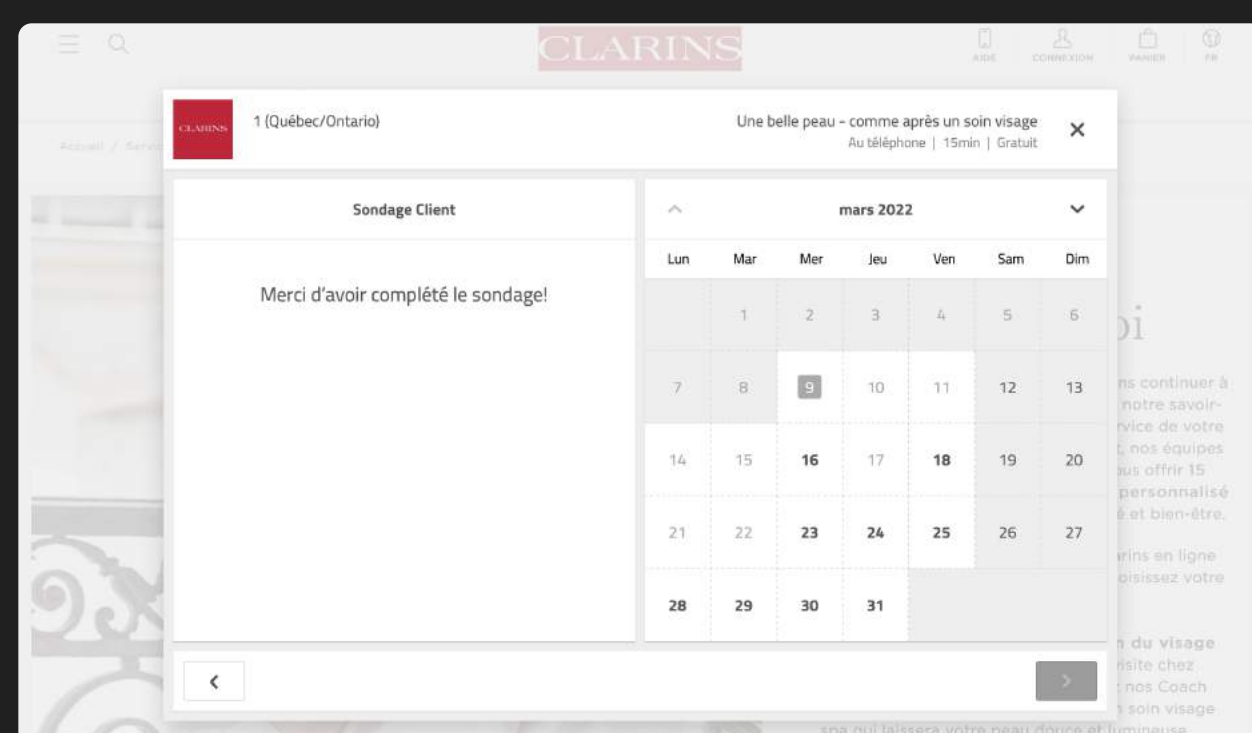
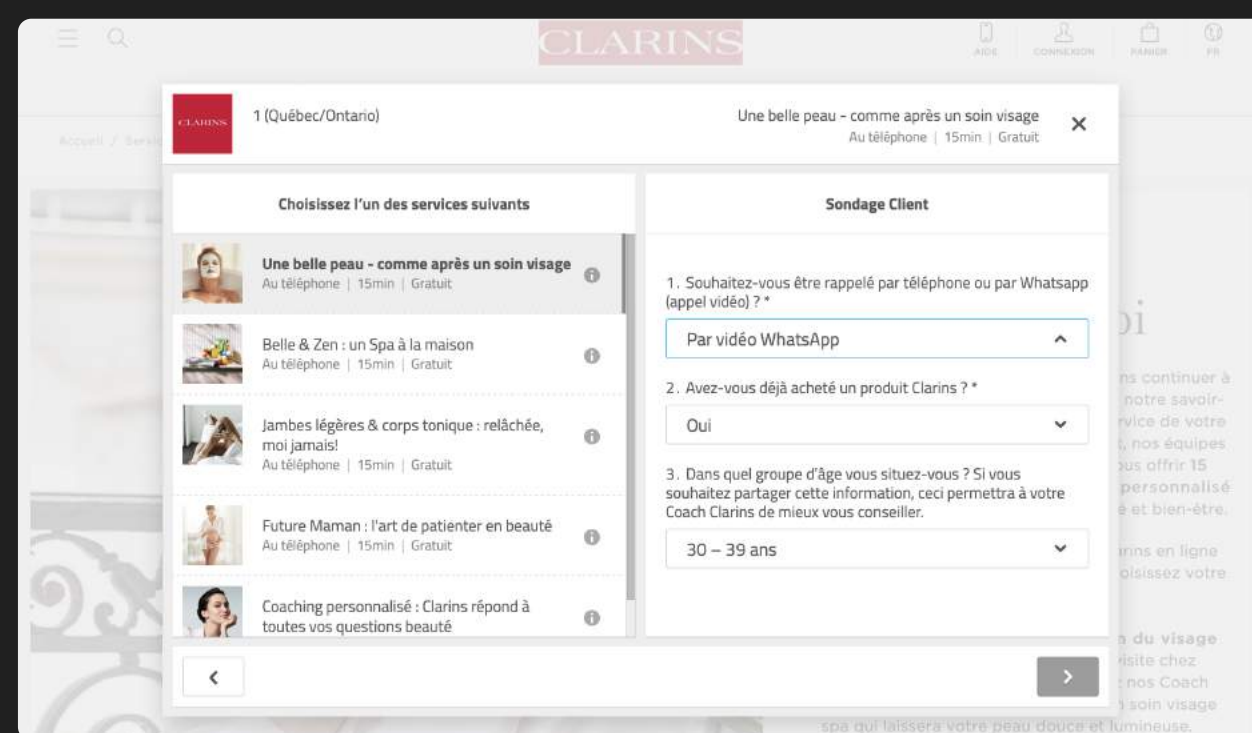
In the Back Office, Clarins could quickly test different types of experiences such as "A skin as perfect as after a skin treatment", "Beautiful & Zen: A Spa at home"... and see what appealed most to its customers.

Consultations such as those conducted by Clarins & Me are a great way to provide a better

customer experience and encourage product purchase. At the end of each consultation, a personalized message containing the list of products discussed during the session and a promo code can be sent to customers.

Ultimately, scheduled consultations fill the "phygital" gap that many retailers are trying to solve.

Today, in the UK market, the average basket size for this service is higher than in-store and online.



"Booxi simplifies the lives of not only our Beauty Consultants but also our clients. The training is really fast and the tool is very easy to use."

Laury-Anne de Gelis, Retail Technology Director, Clarins

Clarins Education

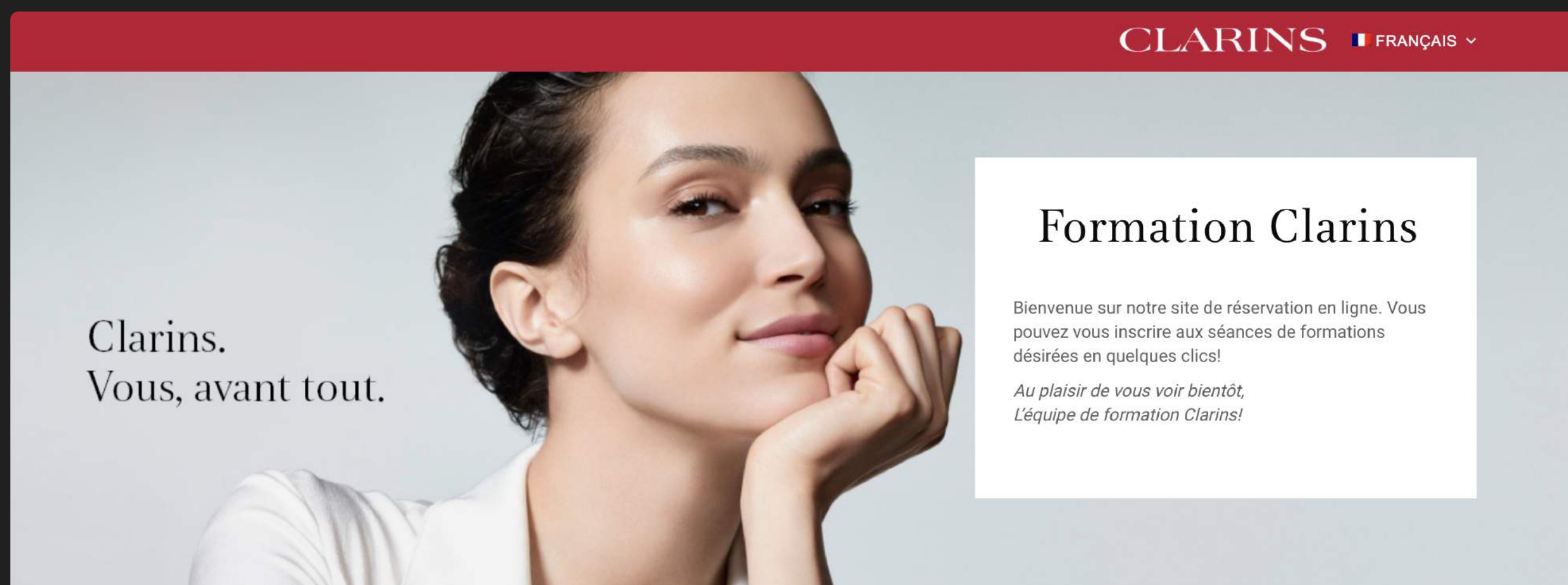
The Clarins Education team organizes workshops throughout the year to train and educate Beauty Consultants on the products and their benefits. Since these consultants work in different department stores and pharmacies, scheduling the sessions can be a logistical nightmare. And that's just the point: before Booxi was brought in, Clarins had someone working full-time to manage everyone's schedule and RSVPs!

That's when Booxi came to their rescue... We were able to simplify and automate the booking process so that the Education team could create the event and the Beauty Consultants could simply book/confirm their spot. A custom site called "Clarins RSVP" was developed with the help of Booxi and made available to all consultants.

Clarins leveraged the power of Booxi by using our available APIs to develop a completely customized booking interface.

It is important to note that this workflow was put in place before the pandemic and the sessions were conducted in person. Since the system was already up and running, Clarins was able to adapt quickly and move its sessions online via video conferencing.

In terms of numbers, in 2021 alone, 760 group events were held with over 11,200 participants.



Conclusion

With Booxi as the central point for managing all their bookings and appointments, Clarins has been able to optimize all its operations and gain efficiency. Over the past three years, thousands of appointments have been booked through their platform.

Although deploying an appointment scheduling platform seemed complicated for such a large development, Booxi offered them the flexibility and creativity needed to quickly notice incredible and growing results such as increased revenues, productivity and a clear improvement in the quality of the appointments offered.

“ Go with the best in class in the industry, and Booxi is best in class. ”

LIONEL UZAN

President, Clarins North America



Are you ready to start taking appointments?

Booxi is an appointment scheduling software for businesses of all sizes, trusted by retailers around the world.

With Booxi, companies can schedule

**1:1
appointments**

**Workshops
& Events**

Consultations

Click & Collect

Remote selling

**Returns
& Repairs**

Rentals

Trainings

- ✓ **Learn about all our features**
- ✓ **Discover our integration**
- ✓ **See how easy it is to use**

Request a demo

