



L'Oréal Brasil
Rio de Janeiro, Brazil
www.loreal.com.br

Industry:

Consumer Goods

Employees:

2,000

Oracle Products & Services:

Oracle Siebel CRM
Siebel Marketing
Siebel Analytics
Siebel Marketing Analytics

Implementor:

Oracle Consulting

Oracle Partner:



UniOne Consulting
www.unione.com.br

“Oracle’s Siebel applications brought the call center the power it needed, and the ability to centralize various databases, generating detailed reports on our consumers in minutes.”

– Marcelo Ribeiro, IT Manager,
L'Oréal Brasil

L'Oréal Brasil Integrates Data from Call Center to E-Commerce and Extracts Reports in Minutes

L'Oréal Brasil is present in Brazil with four business units: consumer products, professional products, luxury products, and active cosmetics. The company has a plant in São Paulo, another one in Rio de Janeiro, and a distribution center with 26,000 square meters and 28,000 storage lots. The company launched e-commerce operations for the end consumer in 2007 and its call center answers 18,000 calls and 3,000 e-mails monthly.

Challenges

- Implement a customer relations system to integrate many call center services—customer service, beauty professional services, and skin surveillance—with the e-commerce system and advertisement agencies databases
- Adopt a solution to cross reference data in order to drive launchings, monitor customer reactions, and develop fidelity among other marketing actions
- Enable the company to host the system at the headquarters in France, but manage it from Brazil
- Ensure a fast and secure implementation, with teams working in France and Brazil
- Ensure consistency in the migration of the legacy consumer database, and a seamless call center operation

Solution

- Worked with UniOne Consulting and Oracle Consulting to implement Oracle’s Siebel CRM, already used at the company headquarters, to integrate all consumer databases used by the corporation
- Ensured improved navigation for call center users, providing more fields onscreen, processes with text files and photos, and attachments with consumer e-mails
- Reduced consumer reports extraction cycle—cross-referencing data, for example, about age, address, revenue, and preferences, from one week to 15 minutes
- Implemented migrated databases and fine-tuned the system in six months, within the estimated budget