

SAP LIQUID STUDIO FOR LEONARDO APPLICATION: SMART BEAUTY SHOP

A digital beauty shop experience

Function: In-Store Execution | Process: Sales and Customer Service | Industry: Products

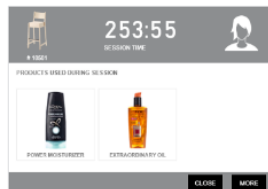
Application Overview

During a beauty shop session, many products are often used but not tracked by customer. This means that when a customer leaves they do not always have a record of what products were used, and the store does not have information about which customers used which products.

Smart Beauty shop addresses this situation using the SAP Leonardo platform. Using Internet of Things (IoT) sensors, data is captured about the session including duration and products used. Once this data is captured it can be used for advanced reporting, predictions, trend monitoring and customized promotions tailored to the customer.

Solution

This application uses IoT sensors to monitor the performance of services delivered in a beauty shop session. With information received from connected objects, it is possible to view details on the duration of a session and products used.



Business Value

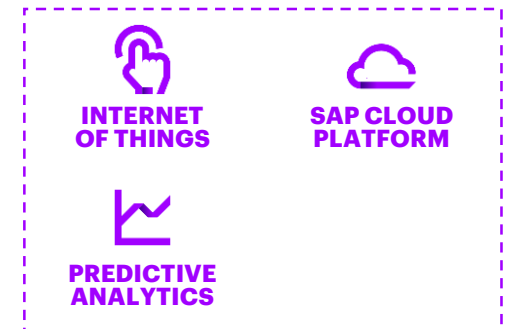
- Enhanced customer experience through detailed view of products used.
- More granular store metrics on products and beauty technicians.
- Provides data at a level that can lead to targeted promotions and advertising.

Features

- Integration with IoT sensors to capture session and product data.
- Analytics enabled to report session and usage metrics.
- Aggregated customer, product store, and regional information captured for reporting.
- Can be extended to SAP C/4HANA® for targeted trade promotions based on products used.

Technologies in Use

- SAP Cloud Platform
- SAP Leonardo IoT Services
- SAP Leonardo Predictive Analytics



[Click here](#) to watch the video.