



VIDEO TRANSCRIPT

SMART BEAUTY SHOP

Technology and the beauty industry may seem like an unlikely pairing with tangibility and trial barriers limiting e-commerce sales. It is optimized customer services in retail, efficient shop management and relevant analytics which will improve business. Digitalization is the key to this success.

A lot of the required data is already widely available. In every shop, information on sales, number of transactions, etc., exists. Simply adding some real time information from the ongoing beauty sessions will create an invaluable treasure to be used at full capacity.

How can beauty shop managers collect and leverage this pool of information for their business? The challenge is to easily capture real time data and integrate them to monitor effectively the services performed.

The Accenture Liquid Studio for SAP Leonardo is here to address that challenge and help our clients innovate in a fast and agile way. Using SAP Cloud Platform and Leonardo Internet of Things, we designed and developed Smart Beauty Shop. Smart Beauty Shop gathers real time data from the beauty sessions and sales information. The solution goes well beyond simply providing a dashboard by making the data actionable and enabling interaction with business processes.

An example, IoT sensors positioned on the chairs in your beauty corner and RFID tags on staff badges and products, will give you an insight on data, such as customer waiting time, sessions duration and products used during these sessions. Real time analytics features propose recommended products to the beauty advisor with an indication of affinity score. Smart Beauty Shop provides real time monitoring of beauty sessions and more elaborated reports on services performed, insight on distribution, value-added of products or KPIs can be used by store

management for space and staff optimization. The solution also enables predictive analytics, opening the door to data-driven services that result in increased revenues and an overall improved customer satisfaction.

The SAP Cloud Platform and Leonardo Services make the solution highly adaptable, while at the same time enabling very fast implementation in an agile process.

Find out more about Smart Beauty Shop and how the Accenture Liquid Studio for SAP Leonardo can help you innovate with speed and agility, turning your ideas into reality. Check out the information available on our website accenture.com/liquidstudioforsap or contact us via email.