CASE STUDY

EPAM & SEPHORA: INCREASING MOBILE SALES

What do you do when you're one of the largest providers of makeup and perfume in the world – and your website needs to offer customers the same first-class experience they receive in-store?

Sephora, a visionary beauty-retail concept founded in France in 1970, is one of the leading specialty beauty retailers in the world. Known for its best-in-class product offering, digital innovation and service, the company operates more than 1,900 stores worldwide.

As one of the world's best-known retail beauty brands, Sephora is constantly evolving its digital experience. When they came to EPAM, their goals were specific, measurable, and critical to their continued success:

- **Improve search functionality and check-ut process**
- **Create an omnichannel purchasing experience**
- **Enhance integration with Beauty Insider Loyalty program**

Thanks to EPAM's experience and understanding of Oracle ATG Web Commerce technology, and implementing e-commerce solutions worldwide, the partnership results in an increase in mobile sales – with other key performance indicators still rising. EPAM proved to be the ideal partner for Sephora.

THE CHALLENGE

IMPROVE SEARCH & CHECK-OUT

Finding and buying the right makeup and perfume online can be a challenge, since visitors can't touch or test the products. Recognizing this, Sephora wanted to create an in-store purchasing experience online that allowed visitors to get as close to the products as possible.

THE SOLUTION

EPAM and Sephora partnered to come up with new product "quick views," which displays important product details in a lightbox. This makes it easier for visitors to browse and buy in fewer clicks.

In addition, EPAM and Sephora realized there was an opportunity to streamline and simplify checkout.

THE CHALLENGE

CREATE AN OMNI-CHANNEL PURCHASING EXPERIENCE

It can take some serious work on the backend to create a single view of a customer across devices, platforms, and in-store purchases. That's where Sephora wanted to find a way to succeed where other cosmetics retailers fail.

THE SOLUTION

EPAM and Sephora worked to create a backend that allowed users to check the availability of products in stores nearby for easy purchase and pick-up. This streamlined omnichannel experience also helps Sephora understand how web influences in-store purchases, and vice versa.

THE CHALLENGE

ENHANCE INTEGRATION WITH BEAUTY INSIDER LOYALTY PROGRAM

Having a popular loyalty program isn't a challenge – but integrating it with the rest of your backend systems and mobile apps can be. Sephora's wildly popular Beauty Insider program had to work across devices – and the program was lagging in delivery on tablet and mobile. Critical to the brand's tech-forward customers, Sephora knew it had to create a phenomenal experience.

THE SOLUTION

Leveraging its experience with Oracle ATG, EPAM and Sephora worked to create a backend that supported a next-level mobile application. The mobile experience expanded the capabilities of the Beauty Insider program online, allowing users to

check their loyalty points balance, available rewards, and previous purchases. And that solution extended to the tablet experience for iPad, allowing Sephora fanatics to explore their favorite products from any device.

These were just a few of the challenges and solutions that EPAM and Sephora solved together. EPAM's engineering team also partnered with Sephora's to provide expert engineering, testing, and data migration throughout the process.

THE RESULTS

- **A big increase in omnichannel sales**
- **Great press for launching an industry-leading, innovative website and mobile experience**
- **An increase of 150% in mobile sales**

"EPAM has been a phenomenal partner with vast experience in e-commerce space and breadth of technical expertise -- exactly what we needed to launch the site," said Savio Thattil, Chief Information Officer, Senior Vice President, Technology at Sephora.