



CharlotteTilbury

CASE STUDY

ABOUT:

Client: Charlotte Tilbury
Site: charlottetilbury.com
Sector: Cosmetics

With over 27 years in the beauty industry, Charlotte Tilbury MBE, launched her iconic beauty company in September 2013 to record-breaking results and critical acclaim.

It is one of the fastest growing beauty companies globally, has won countless awards and has broken records across countries, channels and categories.

IMPLEMENTATION

For the Charlotte Tilbury brand, Retain.me facilitated regionally compliant invoices from one central system.

They wanted to replace the unpersonalised dispatch notes printed with every order at the shipping stage with something more on brand and relevant.

SMARTslip has now successfully been implemented in their North American, UK, and European fulfilment operations.

CAMPAIGN DETAIL

What began as a project to create regionally compliant invoices, ended up with Charlotte Tilbury using SMARTslip as a warehouse dispatch note, returns form, and gift messaging card. Before SMARTslip, these three documents were all printed on separate pieces of paper, which led to some predictable headaches. By having the information from all of these documents shown on the SMARTslip, a number of issues were solved in Charlotte Tilbury's fulfilment operation:

Quality Checking

The SMARTslip gives visibility for exactly what an order should contain. Any issues can be identified and dealt with, even during peak periods. Not only does this minimise the risk of sending out an incorrect order, it also makes it easy to find the root cause as to why an order has been picked incorrectly.



In turn SMARTslip allows the customer to easily check that they have received the products they were expecting.

Product Returns

The returns section on Charlotte Tilbury's SMARTslip helps customers navigate the returns process with easy step-by-step instructions, and without the need to print out another piece of paper.

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SECTION MANAGER ILG

Overall, Retain.me has been very beneficial for the operation. It has massively saved us time in the operation, reduced the amount of waste paper used from the old dispatch notes and gift messages, allowed us to have a better quality checking process, given us easier ways of fixing issues with orders and improved customer satisfaction.



GIFT MESSAGING MADE EASY

A Better Use of Paper

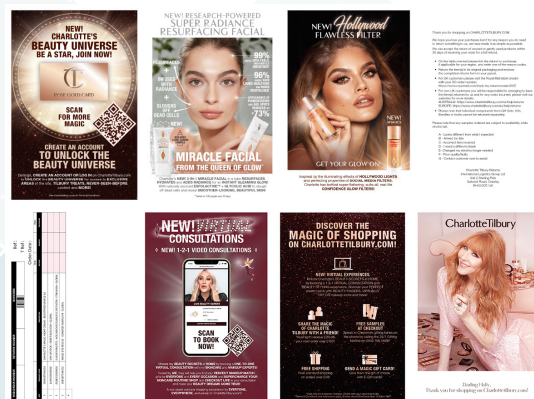
Before the introduction of SMARTslip, Charlotte Tilbury printed separate gift messaging using a copy and paste process. For the fulfilment operation, this was both time consuming and inefficient. Now each order receives an on brand, relevant and personalised document that includes all of the information required- including the gift message.



SEGMENTATION

The secret to Charlotte Tilbury being able to roll SMARTslip out across 3 of their 4 international fulfilment centres, is the ability to set up different content for different segments. This content then automatically shows based on where the SMARTslip is being printed. Not only useful for different countries, SMARTslip's messaging can also be tailored to different marketing cohorts such as first time buyers and loyalty scheme members.

Charlotte Tilbury currently use 80+ segments



ENGAGEMENT: FROM THE CONSUMER



Social Media Benefits

- Instagram posts
- Unboxing Videos on Youtube

How to Maximise Engagement?

User Generated Content (UGC) is great, as it gives a brand two things which are not easy to acquire: content and social proof. To optimise this strategy, Charlotte Tilbury made sure to include a personal greeting on the cover of their SMARTslip, as well as designing the document to be aesthetically pleasing by using on-brand photography and messaging. Your customers are just another branch of your marketing department waiting to be realised!