

CASE STUDY

Data-driven Personalization
Touches **100Mn Consumer**
Personas for Leading Cosmetics firm





Client Overview

The client is the world's largest cosmetics company spanning a wide range of hair, makeup, perfume, and skincare products.



Challenges

The client needed an integrated customer view across customer engagement touchpoints. They intended to drive personalized interactions and experiences across platforms, devices, and channels, accelerate conversion, repeat, and retention, and build a platform to collect consumer data from different sources - Complete ownership of data and analytics.

LTIMindtree Solution



Built a next-gen CRM data and analytics platform – A single core platform to handle multiple brands via configurations and customizations through connectors, metadata-based ingestions, and extensible schemas based on their needs



Personalized products and campaigns based on demography, buying patterns, and loyalty information



Onboarded 52+ brands and utilized information to cross-sell across brands



Leveraged Open Source and cloud PaaS offerings to ensure future technology upgrades and improvements are more accessible and not subject to vendor lock-ins.



Updated security at all levels across different data stores through state-of-the-art security mechanisms



Activated campaigns and reports: An integrated email marketing engine and reporting platform to allow prompt activation of customers and standardized reporting based on the insights and actions



Analytical modeling – Industry standard segmentation modeling built into the platform

Technology stacks used



AI & Analytics



Intelligent Automation



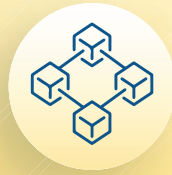
Immersive Reality
(AR/VR)



Cloud



Cybersecurity



Blockchain



IoT

Benefits

- **100 million+ consumer personas** on 500+ attributes for personalized engagement across **2 billion touchpoints**.
- A **single standardized data** store for all the brands in the portfolio.
- Multichannel campaigns for consumers based on industry-standard analytical models.
- Insightful reporting with KPIs and dimensions.
- **51.5% cost savings** in TCO by continuous tech evolution.

About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit www.ltimindtree.com.