

L'OCCITANE
EN PROVENCE

X



Captain Wallet



**How L'Occitane (UK & IRL)
has been increasing by 25%
the average basket value of its
customers thanks to the wallet?**



About L'Occitane

L'OCCITANE Group is a retailer dedicated to creating natural & organic cosmetics.

8 Brands

Present in 90 countries

3068 selling points, of which 1490 stores are directly managed by the Group

More than 9000 employees

A 13% increase in turnover



About L'Occitane

A French brand that takes inspiration from the south of France



Founded in 1976



Work directly with **130 French farmers and 10 000 people to collect the harvests**, from the Immortelle flowers in Corsica to lavender fields in Provence



Ingredients origins, sustainability, quality and ethics are at the very heart of L'Occitane's values



Simple values and strong Engagements :

Support producers

Respectful of biodiversity

Produce less waste

Promote Women Enterprises, in particular in Burkina-Faso

L'Occitane's goals

**Increase customer retention with
a repeat purchase strategy**

**Increase customer
reactivation with
targeted offers**

**Offer a premium
omnichannel experience**

Why the Wallet?

L'Occitane was looking for a new way to address its customers **with Push Notifications**, with no need for the client to download an app.

With the wallet, you:

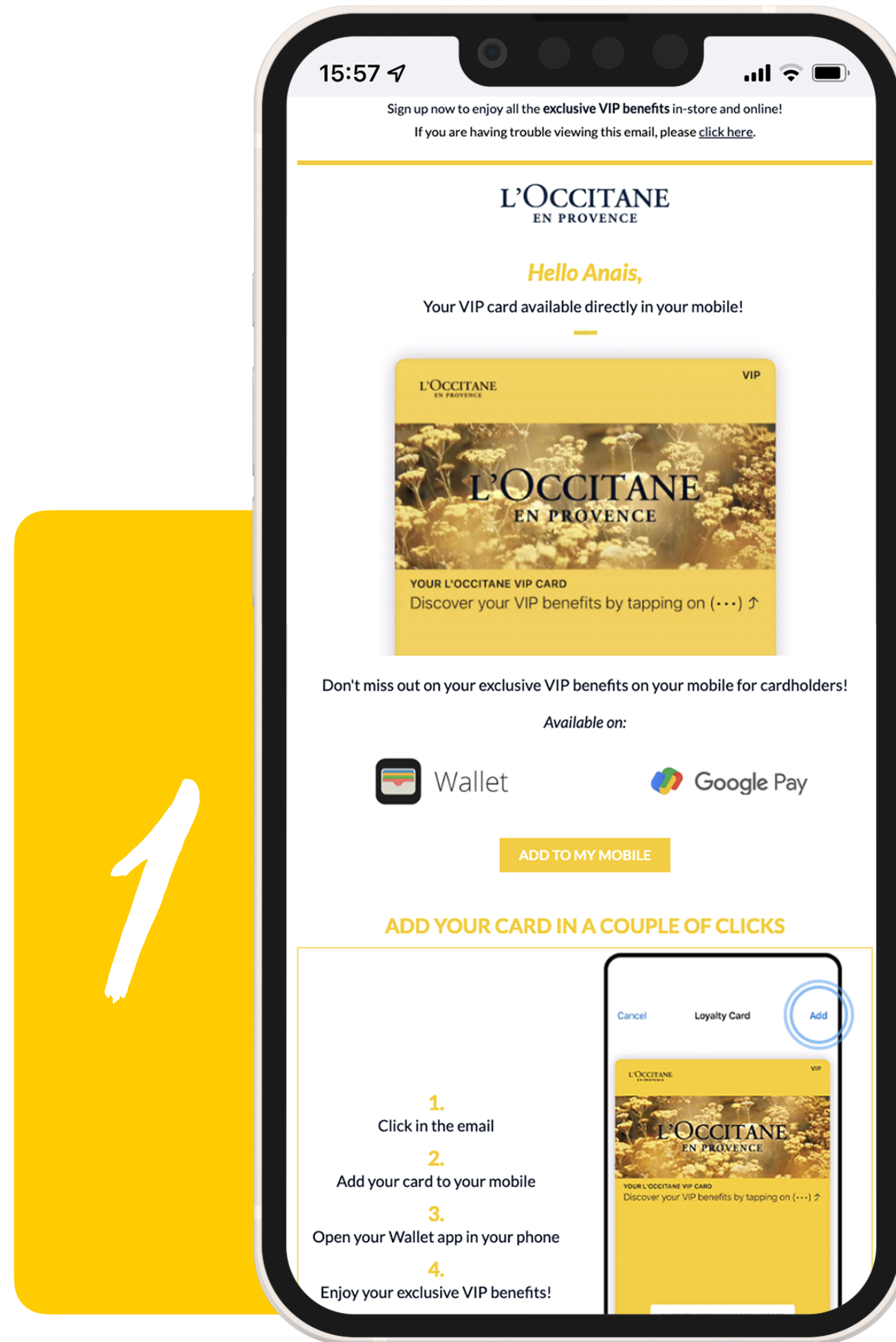
Get into the customers' phone

Customize the communication according to consumer journeys

Complete your communication plan (full inboxes, text messages that are intrusive & non eco-friendly prints)



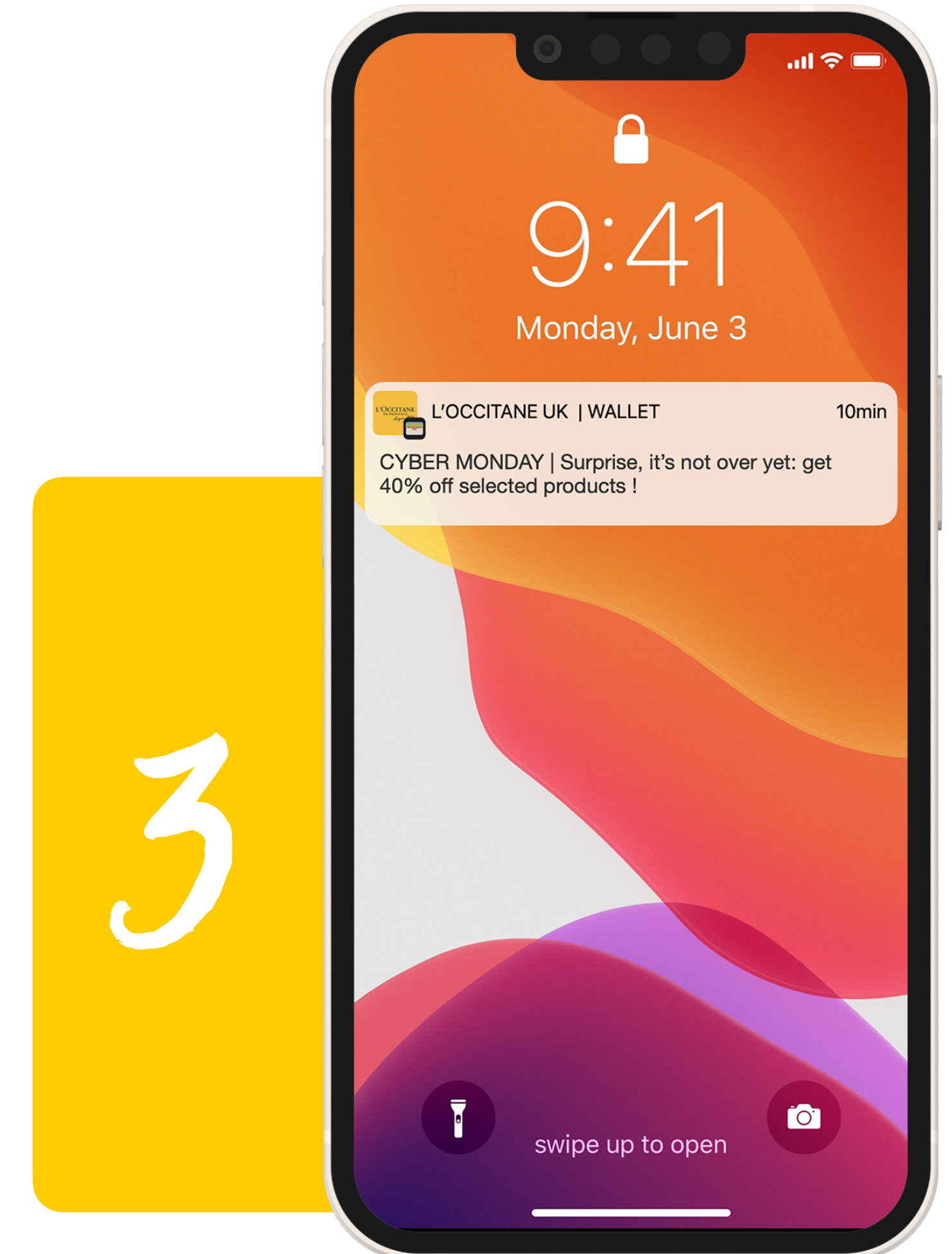
How does it work?



A CTA is added on all communications to encourage the audience to download the Card in the Wallet



The customer downloads his card L'Occitane and access it in 2 clicks only



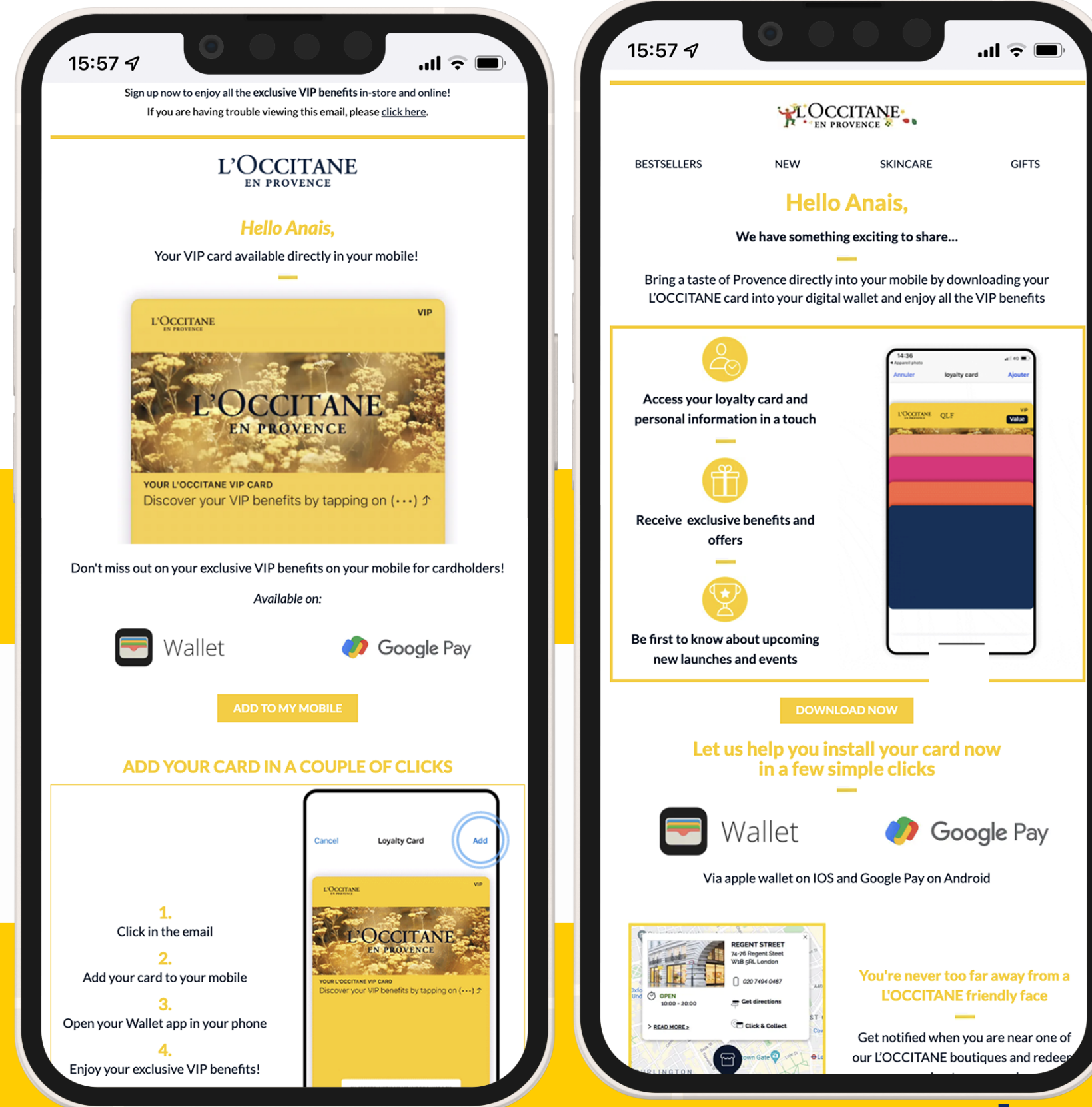
L'Occitane sends customized Push notifications to relay key selling events

1 L'Occitane uses various touch points to “walletize” its customers

In order to recruit properly on the wallet, it is important to display the service on as many touch points as possible. This way, customers get the choice!

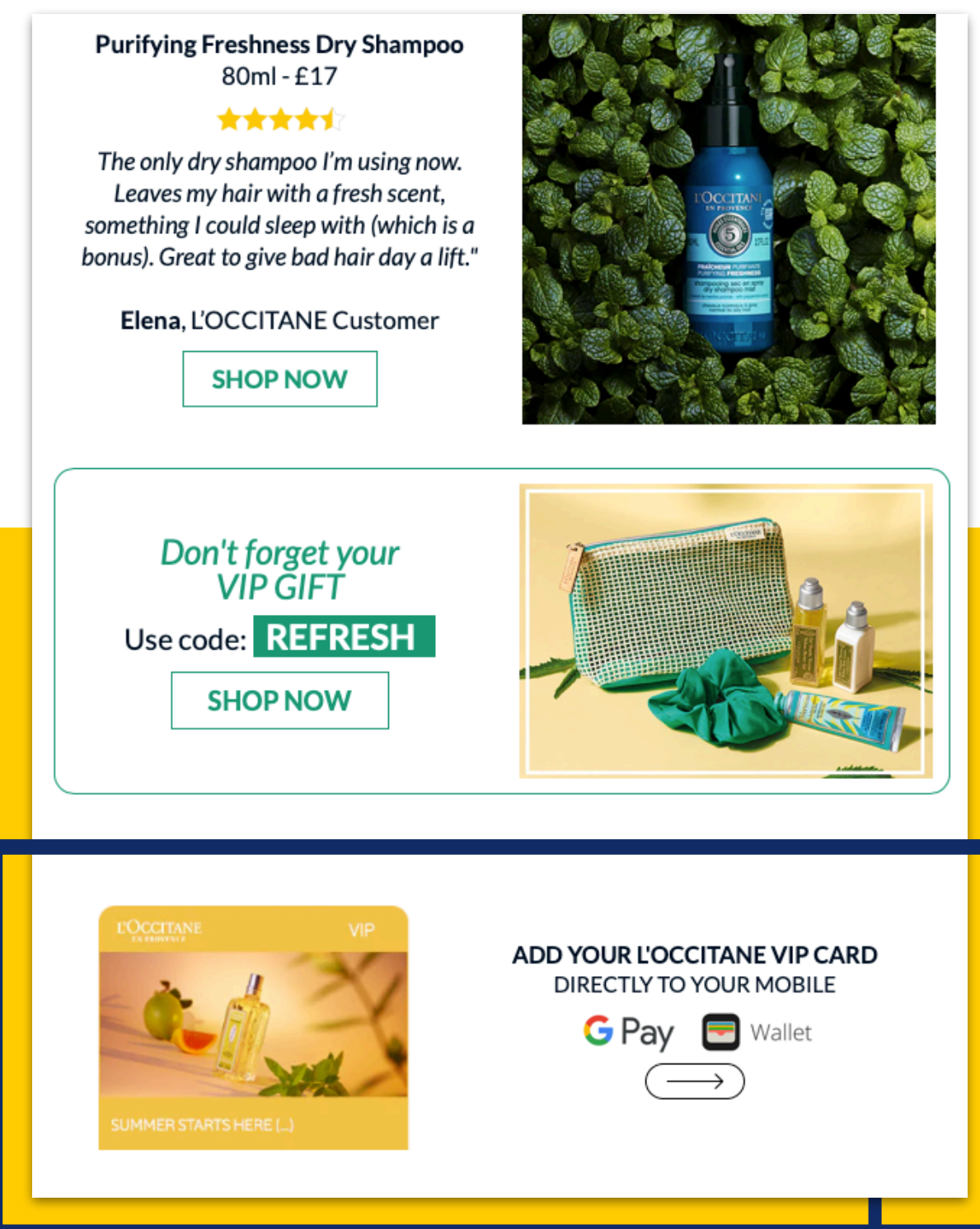
Dedicated Mass Emails are « A/B tested » by the brand

Dedicated Mass Emails
1 email/ month is sent



Useful to explain the benefits of adding the Card in their Wallet

Trigger Emails

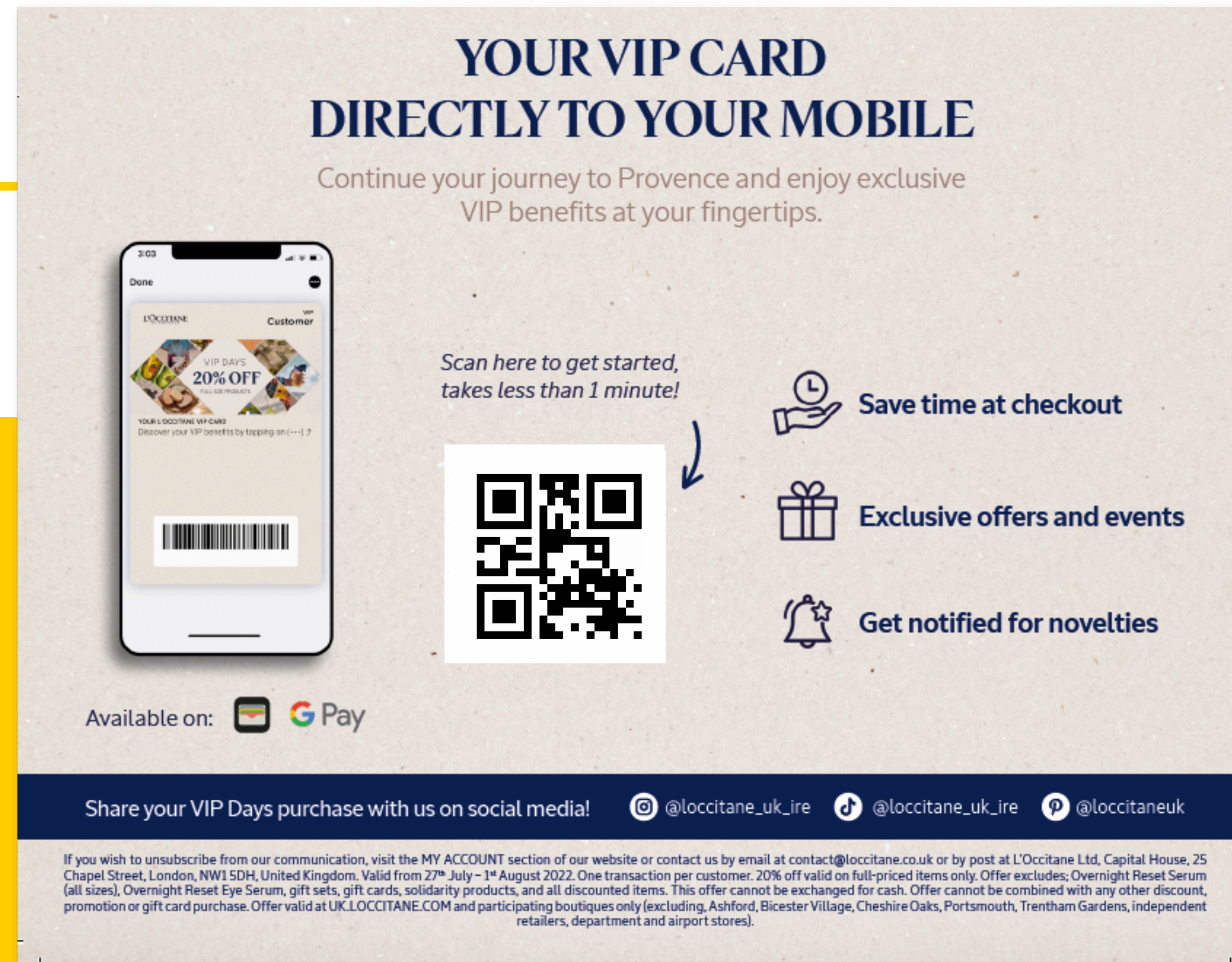


A banner is added to all trigger emails (welcome emails, newsletters...)

1

L'Occitane uses various touch points to “walletize” its customers

Paper Print with customized
QR code



To get your store customers get
into an omnichannel communication

Results: a service highly appreciated by Customers



In Ireland

10%

Of the Database
"walletized" in 5months



In the UK

17.6%

Of the Database
"walletized" in 1year



2

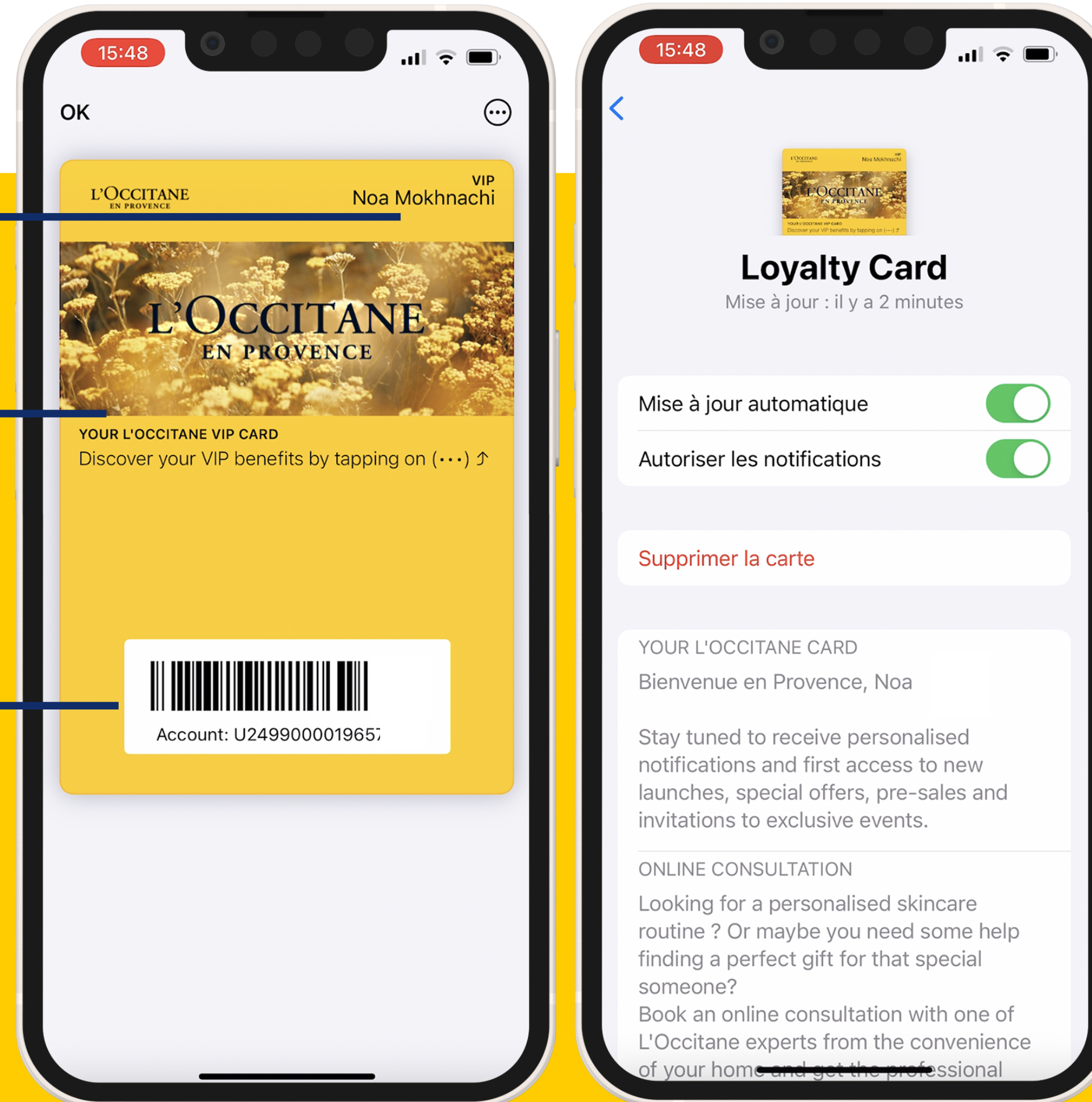
L'Occitane VIP Card is downloaded in the Customer's phone

Through the embedded iOS App: CARD

Card shows owner's name

"Header" is customizable

Bar code enables cashier to identify the client in store



Front

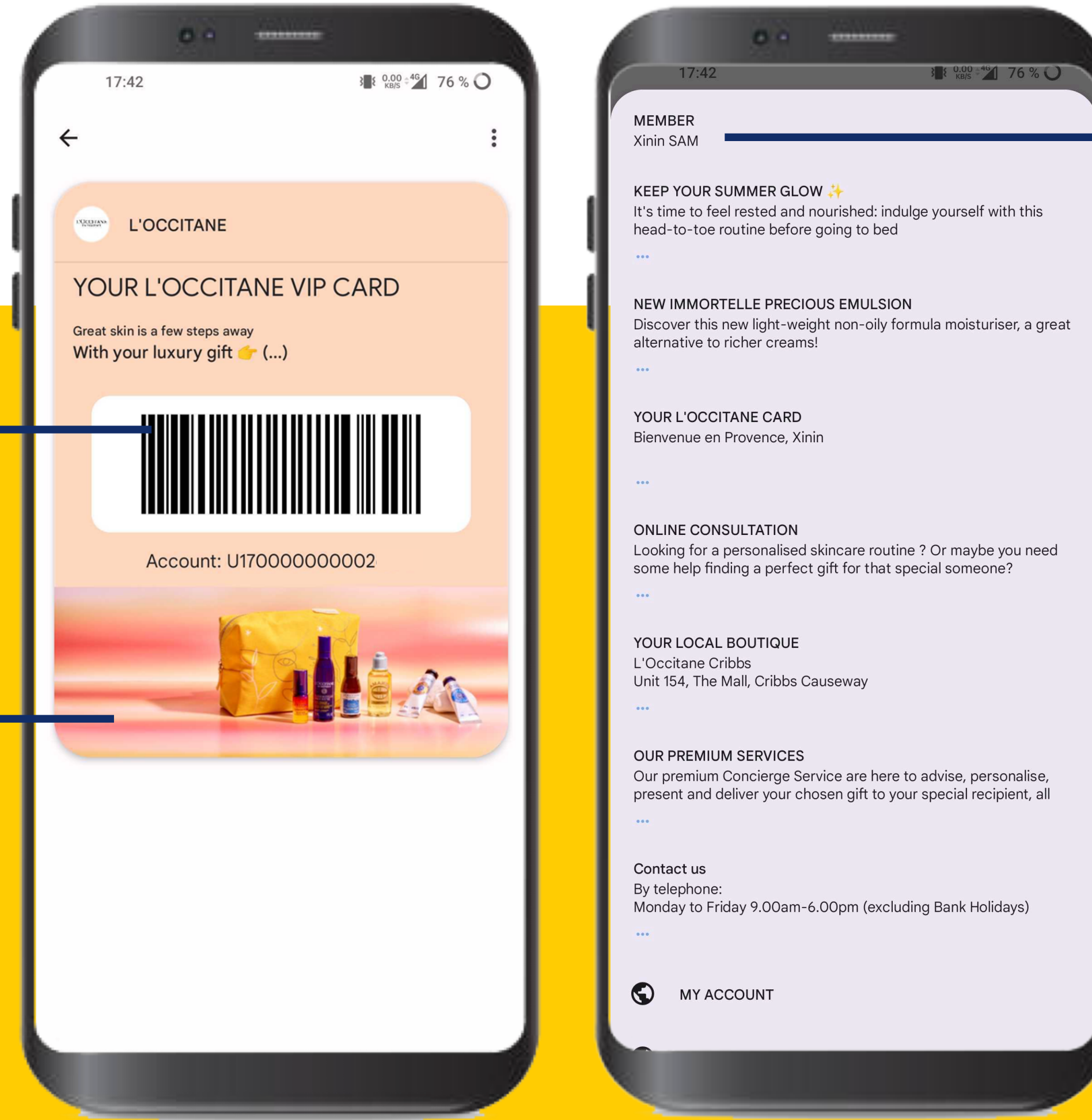
Back

More content is available at the back of the card (information on the offers, events etc.).

2

L'Occitane VIP Card is downloaded in the Customer's phone

Through the Google wallet App



Bar code enables cashier to identify the client in store

You define your designs

Card shows owner's name

More content is available at the back of the card (information on the offers, events etc.).

Recto

Verso

3

L'Occitane animates the VIP Card with Offers and send Push notifications to its customers



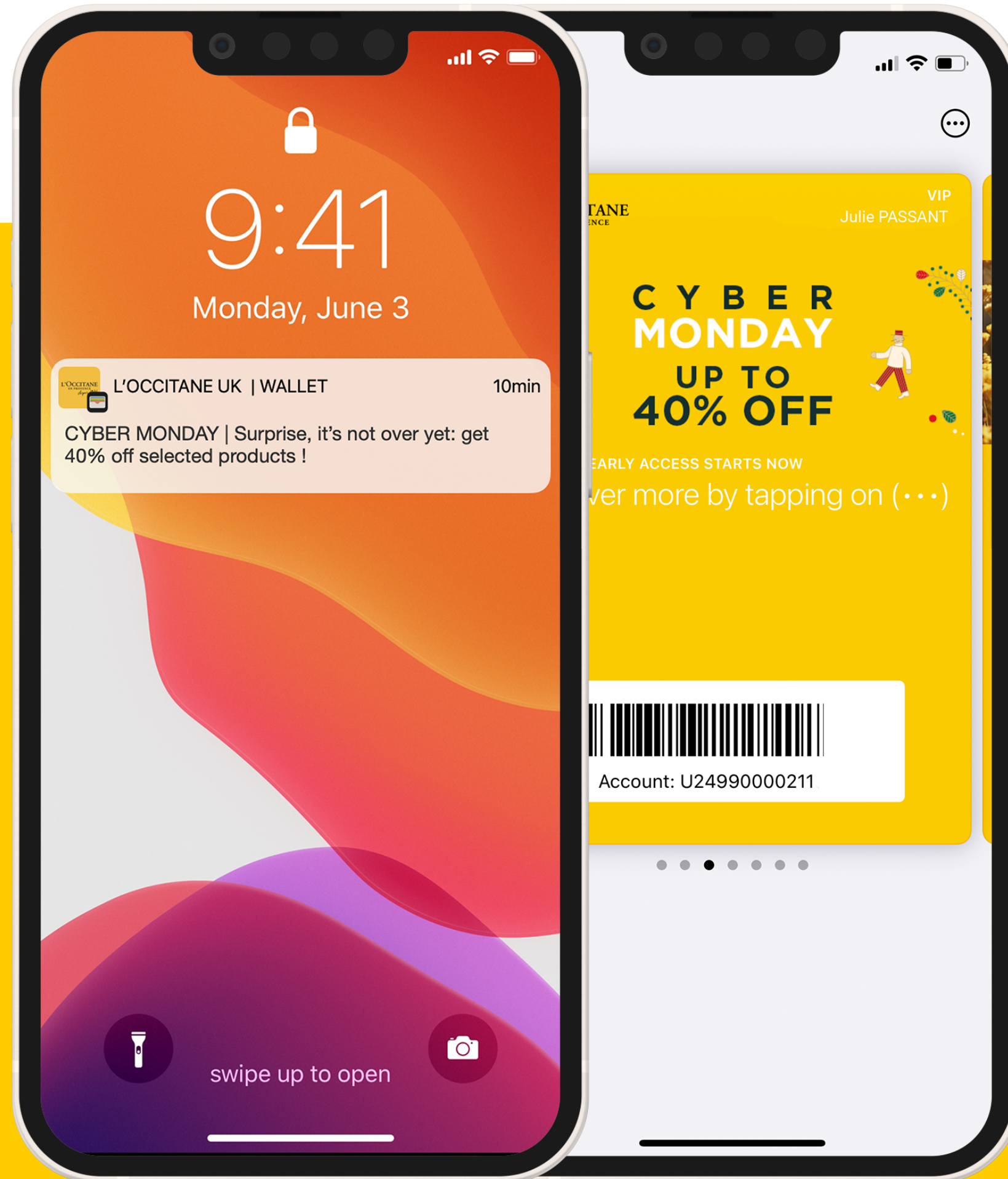
The Card design is changed for each Campaign



And for each Campaign, a Push notification is sent

3

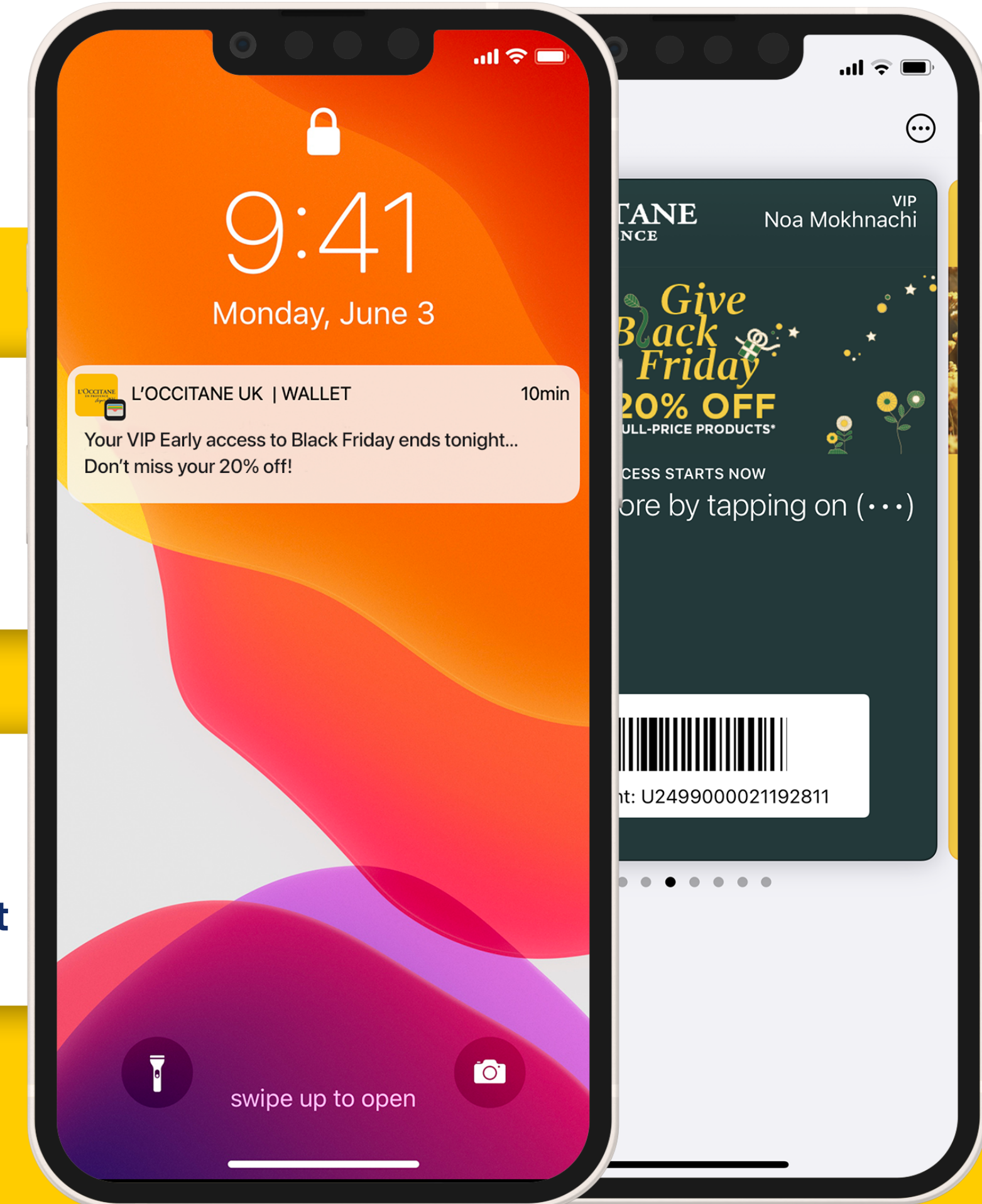
To make it a live experience with offers relayed by push notifications



Cyber Monday

25% of customers who received the push notification have made another purchase

L'Occitane has compared the buyer behavior of customers who received the notification with those who did not



Black Friday

The Wallet is at the very center of L'Occitane omnichannel strategy



Drive-to-store Notification

Drive-to-store notifications are sent to customers used to online shopping to incite them to go in store as well



Drive-to-Web Notification

Drive-to-web notification are also sent to customers that only come in store to incite them to buy online as well

Push notifications are customized according to customers shopping habits

Our Adobe Connector gives L'Occitane global vision

Adobe, a campaign management connector used by L'Occitane to activate its customer database

✿ Thanks to the Adobe connector, **the mobile wallet is directly connected to the CRM** and makes it possible to analyze each campaign performances.

✿ Gives a **global vision of all of your communication channels**

43% of opt-in wallet customers are omnichannel customers

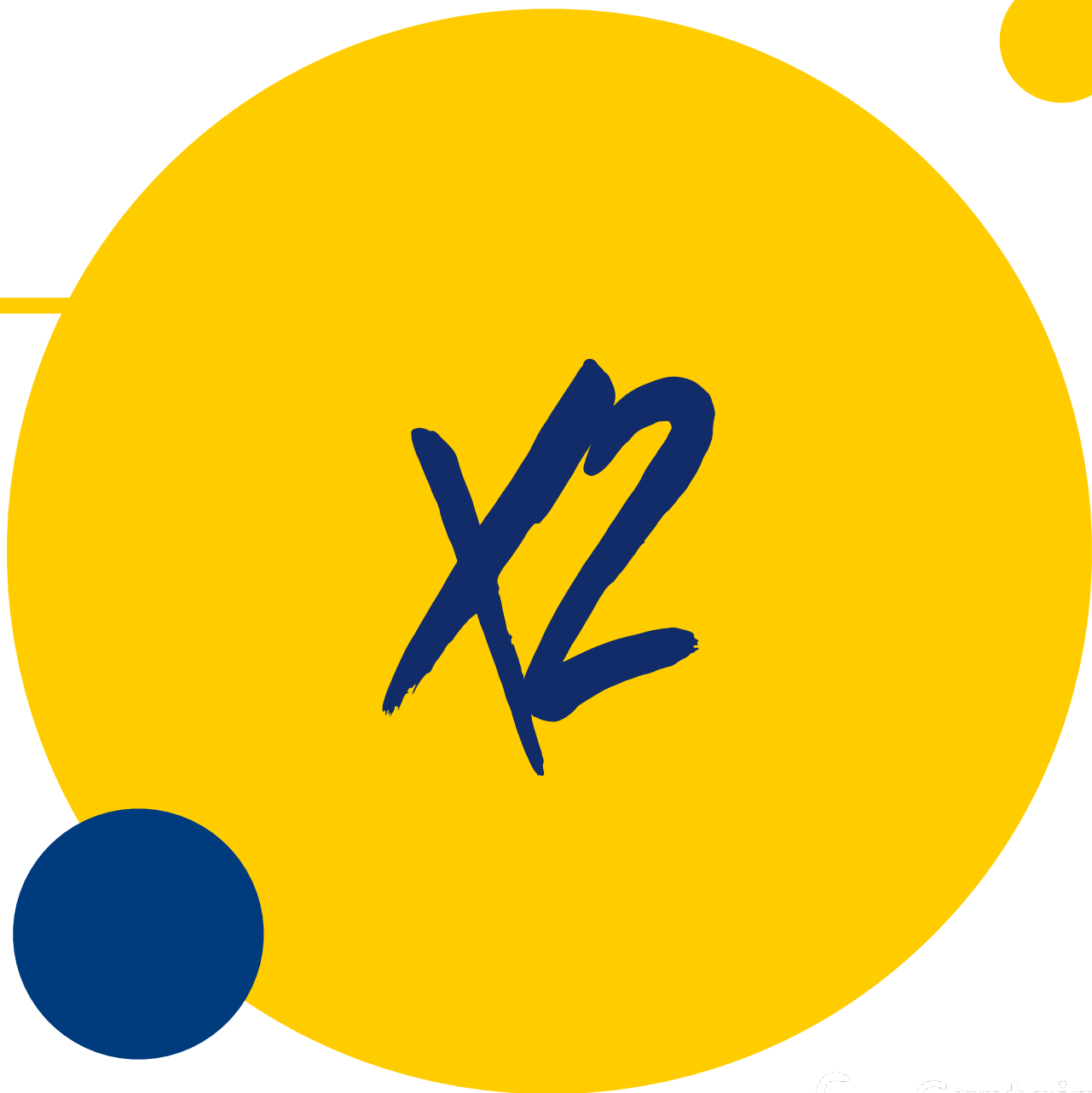
A few figures about the Wallet & L'Occitane



+25%

Opt-in Wallet Customers **Average Basket Value** is 25% higher compared to customers that are not opt-in wallet

The **Repeat Purchase Rate** is 2x more important for opt-in wallet customers Vs non opt-in wallet



x2

Want to hear more? Here is a video for you about our collaboration with L'Occitane

WEBINAR

Captain Wallet X L'OCCITANE
EN PROVENCE

Comment le wallet permet à L'Occitane
(IRL et UK) de +25% le panier
moyen de ses opt-in wallet ?

Noa Mokhnachi
Head of CRM UK et Irlande
Chez L'Occitane



Testimonial

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I recommend the wallet because it is a unique way to address customers and it gives us the possibility to offer an « out of the box » kind of experience. It really is THE channel to get to communicate with customers.

Noa Mokhnachi

Head of CRM for L'Occitane Uk & Ireland





ASK FOR YOUR
CUSTOMIZED DEMO

scan

The QR code below &
LIVE THE EXPERIENCE
of the mobile wallet

