

GLOBAL COSMETICS COMPANY

– APPLAUSE CASE STUDY –

“THE VALUE IN WORKING WITH APPLAUSE IS THAT THEY GIVE US A HIGH DEGREE OF CONFIDENCE THAT WE’RE LAUNCHING A GREAT WEBSITE—ESPECIALLY NOW THAT WE’RE CONDUCTING WEEKLY RELEASES WHERE IT CAN BE VERY DIFFICULT FOR MEMBERS OF MY TEAM TO DEDICATE THE TIME.”

SARA NEWTON-SMITH, VICE PRESIDENT, ECOMMERCE

CUSTOMER

As one of the largest health and beauty companies in the world, this global cosmetics manufacturer is home to some of the cosmetics world’s most iconic brands. Though on its “face,” cosmetics would seem to be one of the last businesses one would expect to move onto the internet with any speed, that is exactly what is happening.

Consumers are increasingly looking for beauty products online. According to a 2013 survey by the L2 Think Tank across **85 beauty brands**, most were expecting an **average of 30%** yearly growth in their ecommerce channel. This manufacturer **expects 12% of its business** will be digital by 2018.

To take advantage of the ever-changing market, the company plans to move aggressively across its businesses. Handling that kind of growth isn’t easy, but for this global cosmetics manufacturer, it is all about innovation and experimentation.

COMPANY

Global Cosmetics Company

INDUSTRY

Retail

TESTING TYPES

Manual Functional Testing

APP TYPES

Mobile | Web

CHALLENGES

- Juggling a wide variety of vendors and partners working on their brand’s websites
- Pulling employees out of day-to-day roles to take on the unfamiliar QA tasks
- Continually updating products and promotions on brand sites to ensure delivery of great customer experiences

RESULTS

- Prevented lost sales through discovery of shopping cart malfunctions and missing merchandise on website
- Leveraged over 600 testers weekly across 65 countries on a basis to ensure site performance from all locations

CHALLENGE

The professional beauty products line has unique challenges in testing its ecommerce application. Complex, state-level distribution rules meant that their app had to be exhaustively tested by people in specific geographies in order to be in compliance with their parent company's distribution network.

In addition, rapid growth and high expectations—both internally and with their end consumers—means that launching high quality digital experiences has become an absolute necessity. Rajvir Madan is right in the center of the manufacturer's innovation. As Vice President of Digital IT, he supports technology solutions across 26 brands. He is directly responsible for driving technology innovation through ecommerce, CRM, and technology architecture.

“We believe that the consumer is changing how they want to communicate with brands. Gone are the days where a brand can just do mass advertising over TV, print or radio and expect that consumers are going to flock to retail stores and their products,” Madan said.

Madan knew that solving quality would require innovation. That is when he turned to Applause.

SOLUTION

Madan was intrigued by Applause's crowdsourced testing model. **“What was appealing to us was this notion that they (Applause) have a network of testers spread across the world. I also found the compensation structure for their testers to be very interesting, with Applause paying testers by the number and quality of the issues they find. To me, that was a good story and so we decided to try them with one brand,”** Madan said.

From there, Madan gradually rolled out Applause services across 10 of the 26 brands. The global cosmetics manufacturer also wanted its teams to focus on their core competencies, rather than quality and testing. **“We don't expect our brands to go in and perform rigorous testing. They're supposed to in their jobs, coming up with marketing strategy and tactics.”** By utilizing Applause, brand owners were able to focus on making their website successful while feeling confident that the websites would provide high quality digital experiences.



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RAJIVI MADAN, VICE PRESIDENT
OF DIGITAL IT

RESULTS

Sara Newton-Smith, Vice President, Ecommerce for the professional beauty products line of the global cosmetics manufacturer, has enjoyed working with Applause.

For the global cosmetics manufacturer, Applause provides scalability and flexibility, allowing it to scale its quality efforts across brands without increasing headcount. Overall, Applause provides the unique combination of cost savings and innovation in testing that keep the company on pace with consumers as they move online.

The professional beauty products line continues to enhance its customers' experience by focusing on education and brand experiences with video and other content, as well as new features to drive their business forward.

“OUR DEDICATED APPLAUSE LEAD BECAME A VIRTUAL MEMBER OF OUR TEAM ALL THE WAY THROUGH UAT AND THEN THROUGH THE ROLLOUT OF OUR DISTRIBUTION CENTERS.

SARA NEWTON-SMITH, VICE
PRESIDENT, ECOMMERCE

ABOUT APPLAUSE

Applause is the worldwide leader in crowd-sourced digital quality testing. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With **400,000+ testers available on-demand around the globe**, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds time-to-market for websites, mobile apps, IoT, and in-store experiences.

Thousands of leading companies — including Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: www.applause.com