

CASE STUDY

Glossier.

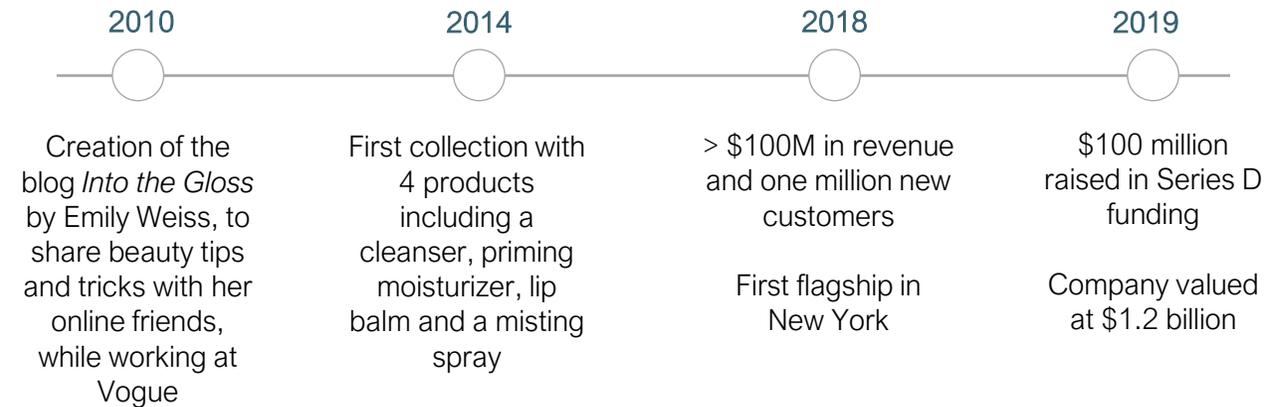
The beauty company, with a 360° customer journey, where customers are engaged at every touchpoint, embodies the future of shopping.

Glossier has a "cult-like millennial" following and has effectively redefined customer experience

WHAT IS **Glossier.** ?

- The brand sells **beauty products** on its website and in several permanent and pop-up physical locations. Glossier sees 80% of its revenue from online purchases.
- Glossier's mission is the belief that everyone is a beauty expert and that beauty can really be a way for self-expression and personal narrative. **They give their customers voice through beauty.**
- **The customer is also the end-user**, which is not usual for a beauty company, which often sells its products in a department store.

ITS HISTORY



SOME FIGURES

 4.8m followers
 346k followers

 New York, Los Angeles, London and pop-up stores

Why did we choose Glossier?

For their innovative approach and their 360° customer journey vision:

- The notions of **authenticity, trust, and loyalty** have become real foundations for building brand equity at scale. **Glossier understands their customers** and lets them lead and shape the company's digital direction.
- Glossier uses its R&D process as a method of **connecting with their customers**, sharing their findings from crowdsourcing exercises, and intently tracks consumers' sentiment. A two-way dialogue is engaged with consumers.
- **Glossier engages with customers at every touchpoint, no experience is isolated.** They've created a 360° journey, which enables the company to tailor experiences for customers based on how they choose to engage with Glossier.

For the emotions generated through the customer journey:

- **It's empowering, it makes people feel heard**, and it's why people will be inspired to buy in the future.
- **Positive emotions** emerge from every touch point with the brand: delight, excitement, confidence...

"Ordering from Glossier was such a delightful experience".

"Customer service is beyond excellent".

"Glossier enhances my natural face and makes me feel amazing in my own skin".

"I'm excited every single time I order from Glossier".

Each Glossier's touch point is carefully thought out to generate maximum engagement with customers

DIGITAL FLAGSHIP



- Pinky and white colors
- Clean website with animations
- Natural beauty claimed

CONFIDENCE

JOY

FUN

WARMTH

ENJOYMENT

RETAIL CONCEPT



- Friendly editors, dressed-up originally with small attentions
- Pinky and white colors, and stylish furniture elements
- Status flagship store, made to hangout, try products and document the experience on social media

EXCITEMENT

WARMTH

DELIGHT

SURPRISE

LOYALTY PROGRAM



- 500 reps, passionate about beauty products and Glossier's brand
- Talking about products and making recommendations to each other
- Having commission, product exclusivity in exchange

PASSION

FONDNESS

OMNICHANNEL



- Blog *Into the Gloss* still active and community of readers
- Community of followers, with Instagram as the main social media
- Several services proposed, buy online and pick up in store...
- Glossier app

DELIGHT

PASSION

CUSTOMER SERVICE

Need Something?

Our gTEAM is here to help. Shoot them an email with any questions on orders, products, our website, or Glossier in general. Or send feedback! This is a two-way street.

gTEAM@glossier.com

- gTeam to assist customers
- Real conversations, friendly and comprehensive tone of voice
- Fast and adapted answers
- Great reviews on the service provided

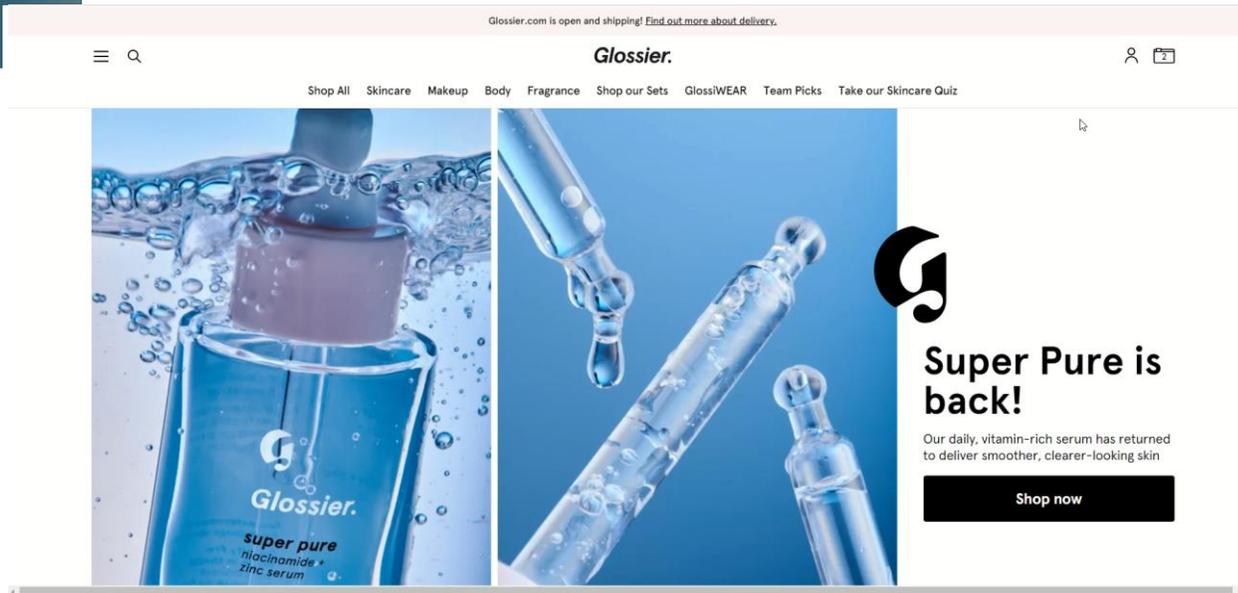
WARMTH

DELIGHT

AMAZEMENT

CONFIDENCE

Digital flagship: Glossier's website is the essence of the brand and reflects a positive mood



- The pinky and white colors for a positive mood

WARMTH

LOVE

- Strong accent on animation for immersive experience

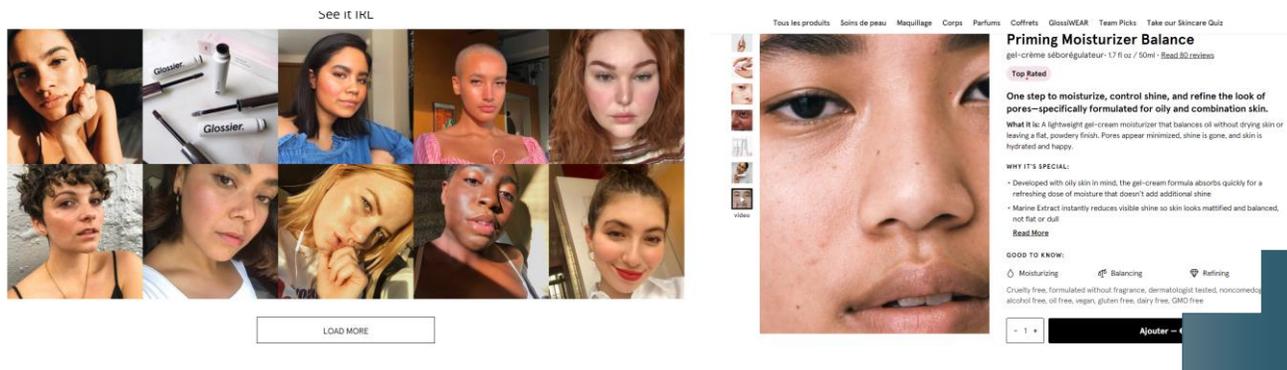
FUN

SURPRISE

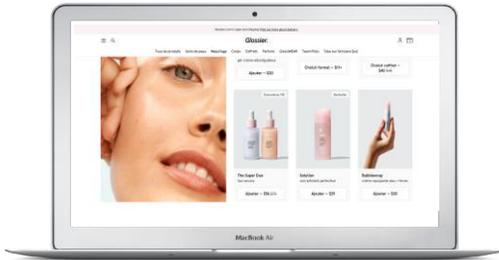
- Inclusion, diversity and natural claimed, redefined beauty standards

CONFIDENCE

ENJOYMENT



Digital flagship: Glossier's website uses all the factors of emotional determinants of digital customer experience



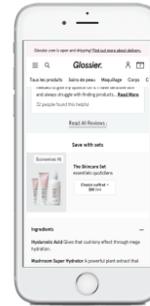
1. Visceral level: appearance

- ✓ Pinky and white colors for a good mood
- ✓ Large zoom-in human face pictures to create intimacy, most smiling faces to reflect positive vibes
- ✓ Use of round typefaces, easy readability and legibility which make reading pleasant
- ✓ Use of smileys and positive icons

WARMTH

LOVE

OPTIMISM

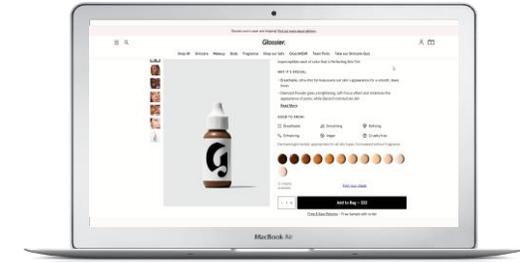


2. Behavioral level: usability

- ✓ Clear path making navigation easy
- ✓ Content adapted for usage (best-sellers shown)
- ✓ Personalized suggestions of set, matching product interests, with a suggestive and helpful language to make this feature delightful

PLEASURE

DELIGHT



3. Reflective level: personal satisfaction; self-image and remembrance

- ✓ Clear and positive message: "Beauty inspired by real life".
- ✓ Micro-interactions, with gif animation at the hover on product list page for a surprise and fun effect (desktop)
- ✓ Gamification effect with the progress bar to reach free delivery, which may help to increase average order value
- ✓ Every skin tone and type of beauty is represented to make users feel confident and considered (also needs are anticipated with the shade finder feature)

FUN

SURPRISE

CONFIDENCE

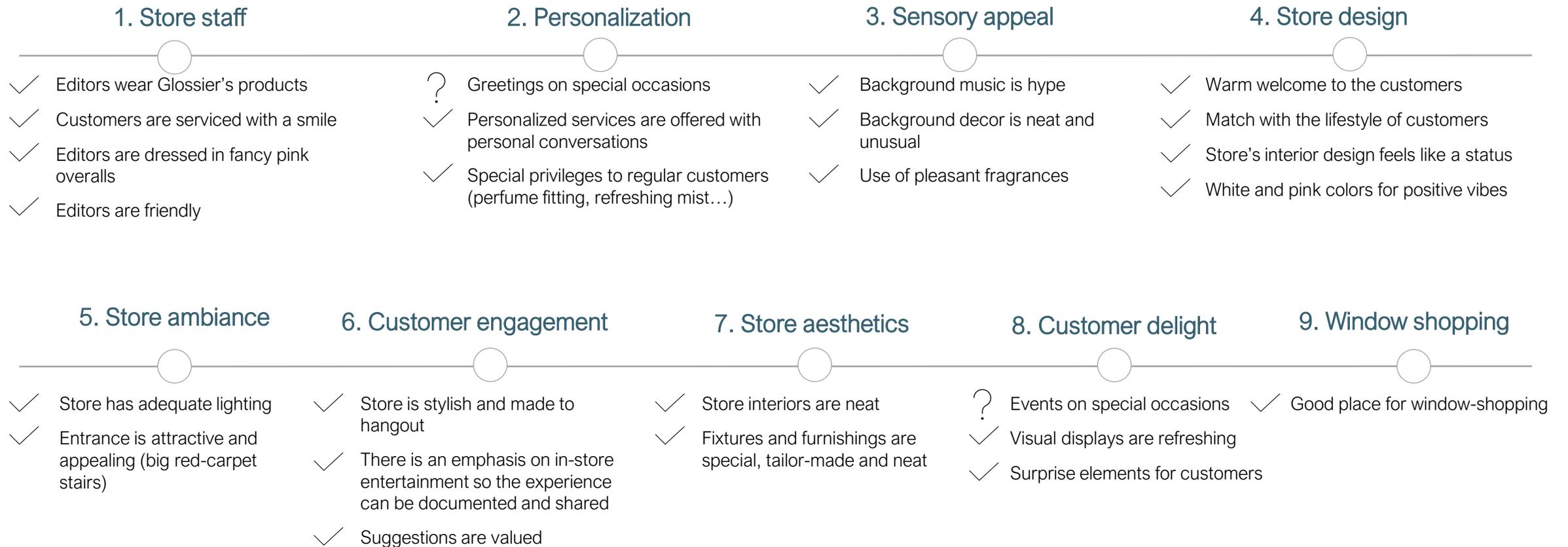
ENJOYMENT

Retail concept: Glossier's flagship stores are made to live a real experience to be documented



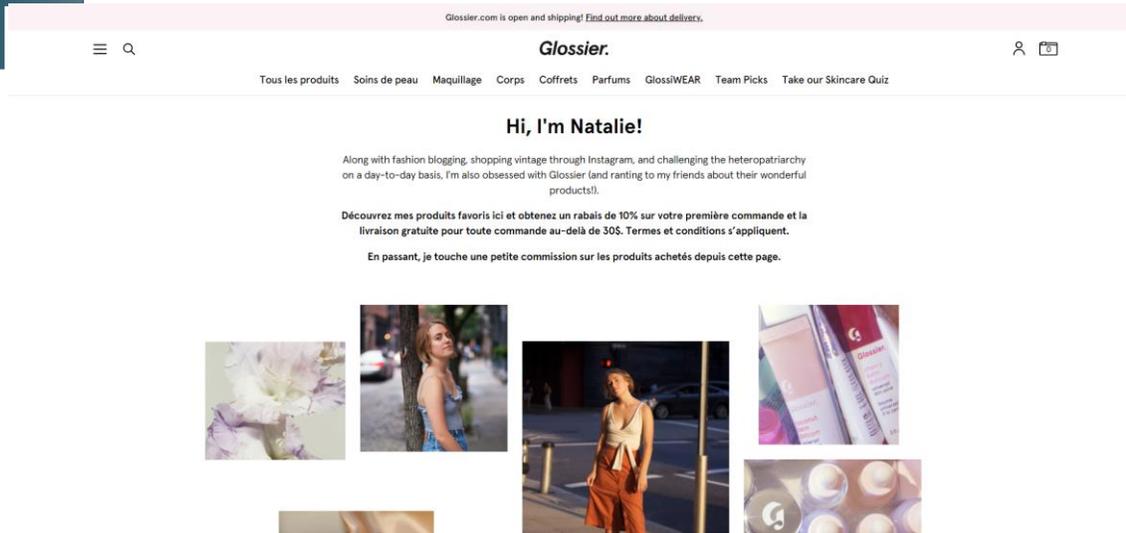
- A few innovative retail concepts and some pop-up stores.
- The "editors" dressed in pink overall, having a series of small attentions to **delight their customers**, and engaging personal conversations with each of them to make them **feel considered**.
DELIGHT **WARMTH**
- Stores like a status symbol, with sweet colors to put one's in a good mood.
WARMTH **HAPPINESS**
- An atmosphere encouraging customers to **hangout, try on products** and of course **document the experience** on Instagram.
SURPRISE **EXICITEMENT** **ENJOYMENT**
- No focus on transactions but on creating a **magical experience**.

Retail concept: Glossier's flagship stores use all the factors of emotional determinants of retail customer experience, from store staff to window shopping



Source: Emotional Determinants of Retail Customer Experience, Shilpa Bagdare*

Loyalty Program: Glossier lies in reps who are passionate about the brand to evangelize their products



"In a small way I am a part of the company and I get to hear about exclusive things that people outside don't get to hear about, so that's a pretty good goal"

- The brand employs hundreds of reps, essentially **brand evangelists**, who tout the products on their Instagram for a cash commission, discounts, some free products, and early access to new launches.

DELIGHT

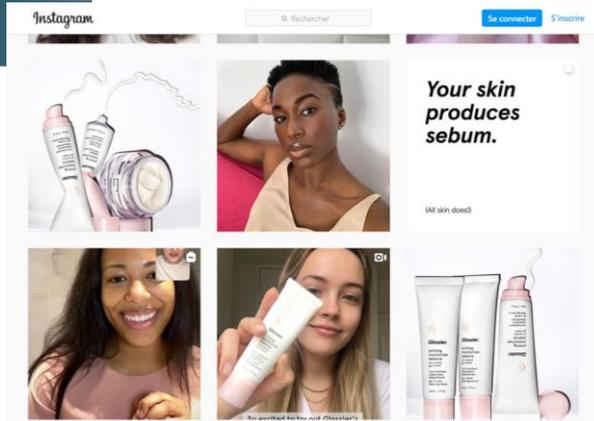
- However, Glossier has folded "evangelists" into the Glossier "ecosystem". The company has instituted a representative program, which launched with 11 reps. It now has around 500.

- The program is a **digital continuation of behavior** that it is happening every day in the physical showroom

PASSION

FONDNESS

Omnichannel: Glossier offers seamless transitions and consistent experiences from one channel to the next



"I put on my UX glasses to explore Glossier's mobile app and was delighted by the lack of friction, anticipation of my needs, and the customized experience I felt".

- Personal connections, across every channel and touchpoint.
- A still active blog *Into The Gloss* gathering an active community of readers and buyers.

PASSION

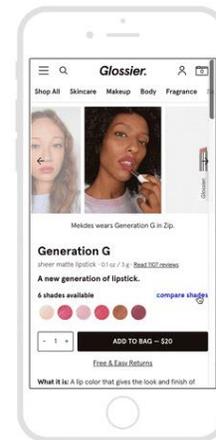
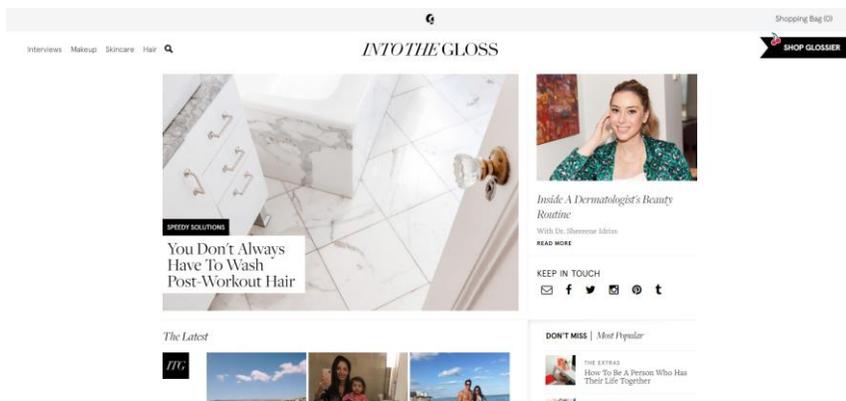
- Strong presence on social media, such as on Instagram (answers DM, uses FaceTime for more personalization, shoots FaceTime tutorials and Facebook Live videos, hosts "Get Ready With Me" on YouTube...).

- Pick-up in store services available online.

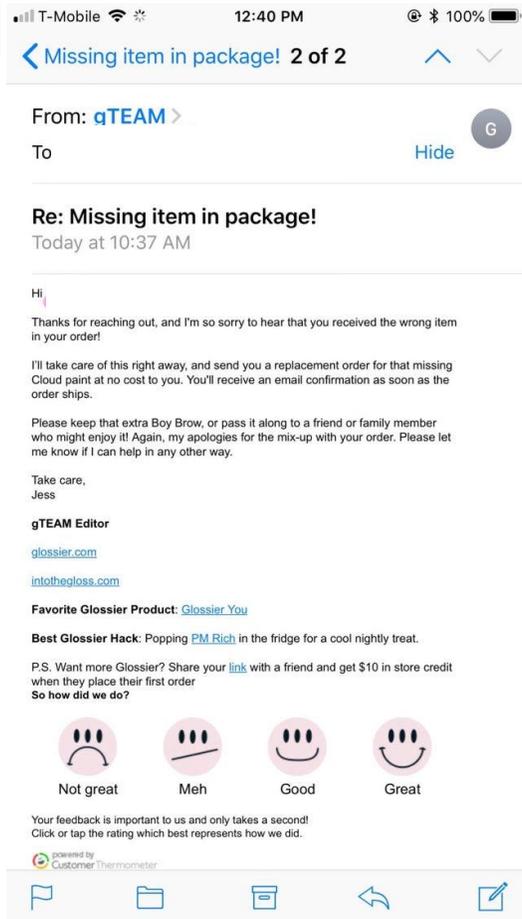
ENJOYMENT

- An app to complete the digital presence of Glossier.

DELIGHT



Customer Service: Customers are delighted by the gTEAM, the Glossier's customer service



"Makes you feel confident".

"I feel heard and validated and appreciated as a long-term customer".

"The level of customer service was astonishing, and you don't find that anymore nowadays".

"So impressed".

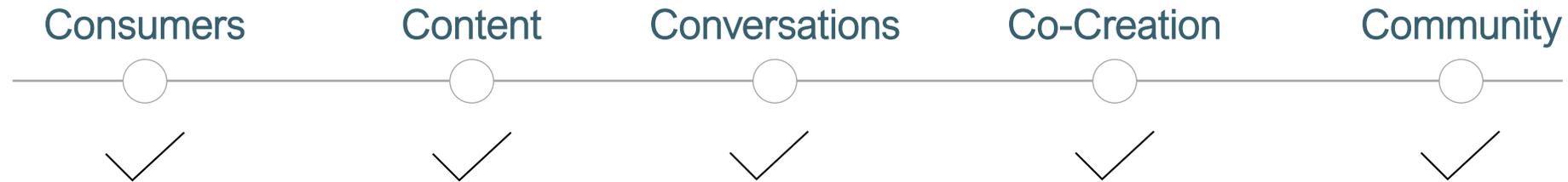
- A gTEAM having **real conversations** with customers
- A gTEAM being **friendly, warm, and thoughtful**.
- **Fast and adapted answers** to their customers, who truly appreciate the quality of service.
- Loads of **positive emotions** provided by the interactions with the editors, despite frustration or disappointment before contacting the customer service. Turning buyers into frequent buyers.

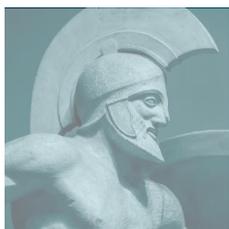
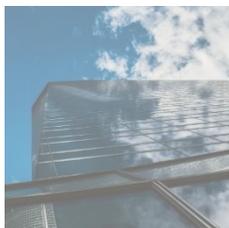


Source: Quotations from Trust Pilot reviews

Glossier's success lies in the involvement of its community, from product development to sales, and that everything comes back to it

THE 5CS: THE KEYS OF GLOSSIER'S SUCCESS





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