

Luxury Cosmetics x SimpliField

Empower Field Teams for
real-time field insights



About

This wholesaler is the luxury division of a leading international beauty and cosmetics group. With a portfolio of 26 luxury brands, the brand offers skincare products, makeup and fragrances.

Retail Network

- + 300 wholesale locations
- Czech Republic, Hungary, Slovakia

“We’ve never had such real feedback from the field. Plus, our field teams love the Newsfeed: they quickly found it engaging, real and transparent.”

Retail Brand Manager

Context

Serving as the eyes and ears of HQ, Field Teams reported daily on a large network of wholesalers present across 3 different countries. Per month, Area Managers and Sales Representatives alone were conducting 300 visits to provide 160 reports manually.



However, with time-consuming and disparate data collection and analysis, reporting was not inefficient enough to foster real-time collaboration between teams, nor enable informed decision-making.

Challenges

- Field Teams were doubling their workload due to manual data collection and consolidation in multiple Excels and store cards.
- Slow reporting procedures reduced visibility for Retail Managers and HQ: without rapid access to field updates, photos and feedbacks, they could not make informed strategic decisions.
- Spamming email communications were not fostering team collaboration and engagement.



Solutions

- 1 Communicate:** The NewsFeed became a valuable communication tool to provide detailed qualitative field information, but also enables Managers to instantly view the latest field news. Field Teams organically engage with it daily, fostering a more collaborative reporting approach.
- 2 Operate:** Digital reporting and intelligent automations streamlined processes. Teams are coordinated with Visits Scheduling and Docs straight on SimpliField: they can organize in-person or virtual store visits and share brand documents without a separate drive.
- 3 Analyze:** SimpliField aligned all teams on actionable, meaningful data. Metrics are surfaced specifically for each role, giving HQ a clear view to insights – from global performance, to feedbacks on consumers, new product launches, VM, training & competitive intelligence.

“The SimpliField team helped us simplify our digital transformation: from defining what we truly wanted, to finding the right answers in just a few clicks. Today we can truly “feel” the field, catching more details than ever before.”

Retail Brand Manager

Results

- **Reporting time was reduced by 75%.** Field Teams can focus on in-store implementation and compliance, not on paperwork.
- **Instant in-app communications increased team engagement.** Quickly adopted as a daily collaboration tool, over 25 posts per month are shared on the Newsfeed.
- **Managers now access consolidated data and qualitative insights instantly** to guarantee excellent customer experiences in each wholesale location.