



L'OCCITANE  
EN PROVENCE



erborian  
KOREAN SKIN THERAPY  
PARIS • SEOUL

# L'Occitane Groupe x SimpliField

Empowered Field Teams  
for data-driven insights

## About

L'Occitane en Provence is a global leader in natural beauty and cosmetics offering body, face and home products. The group counts 3 majors brands including L'Occitane en Provence, Melvita and Erborian.

## Retail Network

- 30,000 wholesale locations
- 54 users
- France, Benelux

**“SimpliField is a user-friendly app which helps Sales Teams keep all the details of stores visits in one place.”**

*Sales Team @ Erborian*

**“SimpliField, the tool to centralize all the field metrics you need, VM best practices and documents.”**

Aurélie Lavenaire, *Sales Director @ L'Occitane Wholesale*

## Context

At L'Occitane/Melvita (Wholesale) and Erborian, Field Teams of beauty advisors, animators, coaches and Sales Managers serve as the eyes and ears for HQ to report on premises where the brands are present.



But reporting key data to HQ was a lengthy process for Field Teams which did not allow for informed and efficient decision-making focused on delivering unique customer experiences.

## Challenges

- Field Teams' workload was doubled due to paperwork: each visit required to populate a new PowerPoint deck with relevant data and photos.
- With no standardized format or specified requirements in place, insights were not consistent or consolidated in one place.
- HQ had no way to ensure they would be able to segment communications or access the key data points they needed for strategic decision-making.



Grande  
L'OCCITANE

## Solutions

- 1 Communicate:** Field Teams can now report on visits instantly from the SimpliField app, including photos. HQ can keep their talent up to date and engaged with segmented news, alerts, and real-time communications. The dedicated Visual Merchandising module fosters collaboration across wholesale locations and provides a clear view of POS and team compliance.
- 2 Operate:** Digital reporting and intelligent automations streamlined processes to gain time and optimize resources. Managers can organize and schedule team activities, assign and track follow-up actions, and view results for every team and POS.
- 3 Analyze:** SimpliField aligns 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, animations, training & competitive intelligence.

**-50%**

Reduced reporting time for Field Teams and HQ, including to consolidate the Annual Activity Report.



Increased sales by 1-3% after 1 year with better a UPT and conversion rate.



Centralized communications cut 100 emails per month, also reducing digital footprint.

## Results

- Empowered with a digital reporting tool, Field Teams are more efficient. With everything centralized on the mobile app, more time is allocated to high-value and client-oriented tasks.
- Field Teams and HQ can work collaboratively thanks to established reporting standards and targeted communications.
- Sales and HQ have gained visibility and teams are aligned on actionable, meaningful data. Strategies specific to each POS are easily updated based on real-time feedbacks from the field.