
Case Study:

Bringing Polish to a Cosmetic Company's eCommerce Business



Challenge

Since opening its first boutique nail parlor in 2007, a cosmetic company has gained a growing clientele with strong loyalty to its stylish, toxin-free manicure and pedicure products and treatments. But nothing in its brick-and-mortar success prepared the company for the massive response to the company's eCommerce customer subscription program that launched in 2011. Each month, the company hand selects and ships a box of trendsetting nail colors and beauty products to Maven members based on their personal style profiles. The program took off so rapidly that the company quickly needed a new level of eCommerce and technology expertise to support the customer experience at the heart of its brand. At the same time, leadership wanted to improve inventory management and logistics in its new warehouse space.

Point B was able to provide the perfect blend of technology expertise and business savvy. It's unusual to find great technologists who have a passion for the consumer.

COO, Cosmetic Company

Find out how Point B can help you achieve your vision. Visit pointb.com or contact us at insights@pointb.com.

Finding the right fit—fast

Within a week of receiving the request for help, we brought the company an interim technology leader from Point B — an eCommerce expert in sync with the culture, pace and ambiguity of a rapidly growing small business. As part of the senior executive team, he quickly became a trusted sounding board and voice of experience in thinking through the eCommerce implications of business problems. He implemented a number of process improvements to ensure a consistent customer experience. Working as a thought partner to the CEO and COO, he helped to implement an innovative referral program that tripled membership over a two-month period. And at this crucial time in the company's growth, he enabled members of the existing leadership team to stay focused on customer acquisition and product development.

Leading to long-term success

Our interim technology leader also led the efforts to solve two of our client's biggest long-term challenges: selecting a new eCommerce platform and filling the permanent technology leadership

position. Meanwhile, he worked with a developer to get greater functionality and automation from the company's existing eCommerce platform. And he established a strong technology foundation for the company while helping to source and interview candidates for the Technology Director position.

Upleveling the supply chain

Our client's growing success also depended on quickly scaling operations at its new warehouse. A Point B consultant with deep logistics expertise led the effort to reconfigure the physical layout, establish a new organizational structure of roles and responsibilities, define new processes, and initiate clear performance metrics.

The results tell the story: Decreased pick time. Increased inventory accuracy. A 50 percent improvement in throughput. Fewer product returns. And a warehouse team with the clarity and capacity to deliver on the company's eCommerce goal: putting coveted nail and beauty products at its customers' fingertips.

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