



Delivering High-Touch through High-Tech

A luxury cosmetics giant gets a high-end website makeover

CLIENT PROFILE

SECTOR
Retail & CPG

COMPANY
Fortune 500 organization and global leader in luxury cosmetics

EMPLOYEES
50,000+

REVENUE
US\$ 10 billion+



PIXEL PERFECT

UI Design

30

Content types

WEBSITE REDESIGN TO EMBODY A HIGH-TOUCH APPROACH

As a global leader in the prestige beauty segment of the luxury cosmetics industry, it was the aesthetics of the corporate website that drove the redesign for this client. Their existing website did not represent the luxury brand's focus on customers and their ability to provide the ultimate product experience. In addition, the client wanted to:

- Add interactive elements along with relevant information to align the website with the organization's mission, vision, and goals.
- Encourage a two-way dialogue and foster user-engagement to enhance viewer experience through easier navigation.
- Build a dynamic, global website that presents a unique experience to their consumers across each of the 150 countries that they are present in.
- Ensure that the website is compatible with tablets and smartphones.
- Provide content administrators an easy and intuitive, yet powerful publishing platform.



SHAREPOINT SOLUTION FOR A GLOBAL YET PERSONALIZED EXPERIENCE

Nagarro conducted a thorough gap analysis of the current website with a clear focus on aesthetics and interactivity to implement an optimal information architecture in close collaboration with the client.

In addition, Nagarro's enterprise content management consultants analyzed the client's requirements and concluded that their content publishing and management needs clearly mapped with SharePoint functionalities. As a result, a SharePoint based solution was implemented to offer functionalities such as:

- Dedicated brand pages displaying information along with latest brand news and trends.
- Integration with an external system to display stock information and annual reports.
- Integration with social media including Facebook, Twitter, RSS feeds and the ability to add additional social media plug-ins on the fly.
- Optimized content presentation based on device type.
- Publishing and managing content without the help of technical staff.



PIXEL PERFECT, CONSISTENT AND STYLISH

- Achieved greater global reach with a significant increase in website visitors.
- Increased traffic on the website through improved access from mobile devices.
- Improved brand awareness with increased follower count on Facebook and Twitter.
- Resulted in sustained cost saving due to reduction in time and resources required for content updates.



“ High touch is about anticipating customer needs. It is about creating an emotional bond by delivering a highly personalized service. Nagarro leveraged its UX-oriented design focus with SharePoint experience to extend the client's high-touch vision to its corporate web presence. As a result, a luxury cosmetics giant had its desired high end website makeover. Happy to deliver high-touch through high-tech. ”

CHIEF ACCOUNT MANAGER, NAGARRO



ABOUT NAGARRO

Nagarro provides technology services for digital disruption to both industry leaders and challengers. When our clients want to move fast and make things, they turn to us. We combine design, digital and data to help them outperform the competition. We distinguish ourselves by our agility, imagination and absolute commitment to our clients' business success.

Some of our clients include Siemens, GE, Lufthansa, Viacom, Estée Lauder, ASSA ABLOY, Ericsson, DHL, Mitsubishi, BMW, the City of New York, Erste Bank, T-Systems, SAP and Infor. Working with these clients, we continually push at the boundaries of what is possible to do through technology, and in what time frame.

Today we are more than 3,500 experts across 12 countries. Together we form Nagarro, the global services division of Munich-based Allgeier SE.