

# Social Commerce



## Client profile

For more than 110 years, L'oreal has devoted its energy and competencies solely to one business: beauty.

## Why NTT DATA?

- We build innovative, industry-leading solutions that grow enterprises' revenue and keep them ahead the competition.
- We take advantage of the growing convergence of IT and connectivity services to connect people and things.
- We manage companies' applications, data and infrastructure to decrease costs and create greater efficiencies.



“We are very happy to be able to contribute with all our potential to accelerate the deployment of Social Commerce at L'Oréal, and help them to improve the customer experience, through a new, simpler and revolutionary way of shopping, which saves time and improves users' lives”

**Santiago Santa María, Director Conversational AI & Generative AI – NTT DATA**

## Business need

Evolving Customer Expectations: Customers today expect seamless, personalized experiences across multiple channels, seeking convenience, instant support, and tailored recommendations.

By engaging with clients effectively and providing innovative sales methods, companies can meet these expectations, differentiate themselves from competitors, and enhance customer satisfaction.

## Solution

NTT DATA developed Lore, a Virtual Beauty Advisor operating on WhatsApp and Instagram, allowing customers to make purchases, receive advice, and request invoices. Powered by eva AI, blending eva NLP with Generative AI, Lore excels in makeup advisory and product recommendations. To engage clients meaningfully, understanding their preferences is crucial. The challenge involves capturing and analyzing customer data for insights into personalized interactions. Lore achieved a 2X product sales conversion rate and expanded the WhatsApp and Instagram catalog by over 1,000 products, enhancing customer engagement through direct communication and improved understanding.

## Outcome

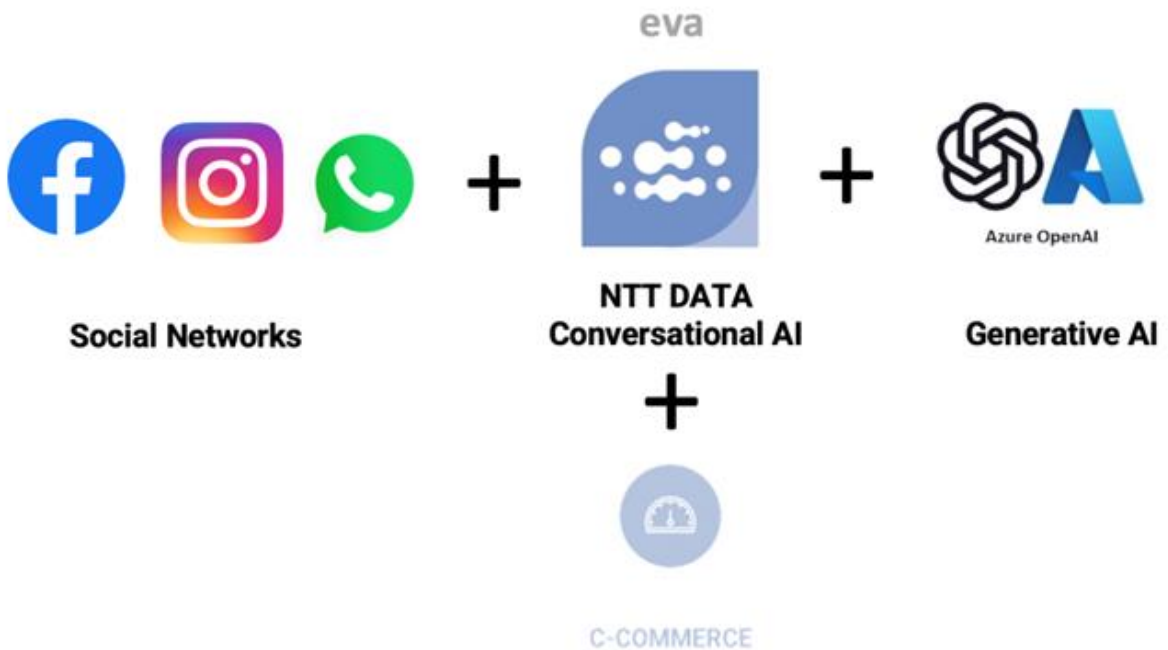
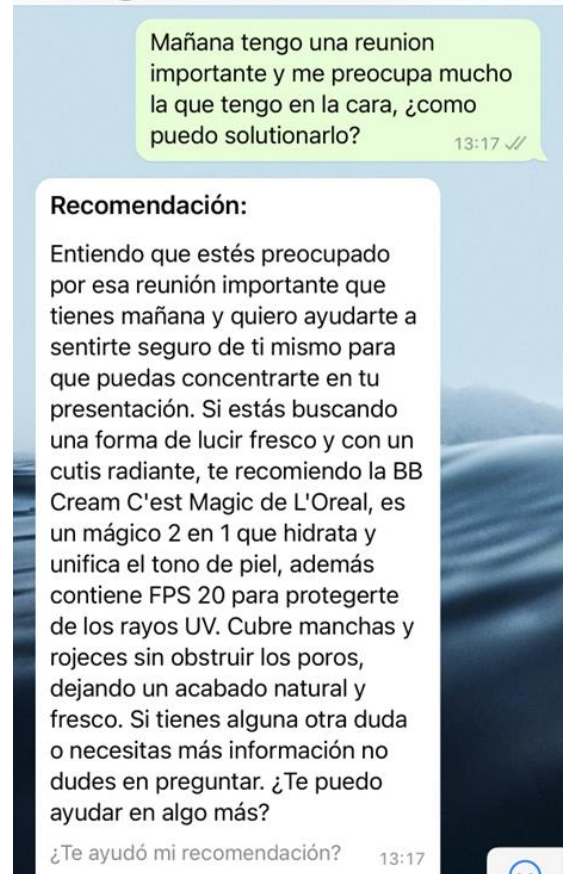
- Along the project, NTT DATA has led three key success factors:
- 2X product sales conversion rate.
- +1.000 products in the WhatsApp & Instagram catalog.
- The Lore virtual assistant improves conversion and creates more engagement. It creates a direct communication channel and helps to know better clients.

## TECHNICAL SPECIFICATIONS

NTT DATA delivered a flexible solution to address client-specific concerns, using a proprietary analytics suite to evaluate raw EDI claims files and adjudicate claims in the data warehouse.

Moreover, instead of random sampling, a comprehensive review of every claim transaction was conducted, resulting in a more effective and accurate result set that addressed client-specific concerns. Multi-shore resources were used, resulting in a cost-effective engagement model.

Additionally, workflows such as claims processing were automated. With all the above in mind, an easy-to-use platform for managing customer interactions including enrollment, claims processing and appeals was developed



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