

L'Oréal Group partners with Sprinklr to transform customer care



As the trend for online continues to accelerate so too does the need to develop enhanced customer care capabilities

L'Oréal Group has partnered with Customer Experience Management (CXM) platform [Sprinklr](#) to transform its customer care capabilities.

The beauty giant is leveraging Sprinklr's 'Modern Care,' 'Modern Engagement' and 'Sprinklr AI' tools to enhance its ability to respond to online customer inquiries across all channels.

L'Oréal Group and Sprinklr first partnered in 2017 to develop the beauty company's social media strategy. It has now extended the Sprinklr partnership to drive its ambition of becoming a "100% responsive beauty company," especially in the era of online shopping.

According to the partners, as the COVID-19 health crisis continues accelerates ecommerce trend, brands must also enhance their ability to handle increased online customer inquiries.



At L'Oréal, we are committed to providing the best consumer experience and have set ourselves the ambitious goal to become a 100% responsive company. Sprinklr is a great partner in our journey to enhance customer care in an age where instant direct conversations with brands became key for our consumers.

CÉLINE DUMAIS

Global Chief Consumer Care
& Experience Officer
L'ORÉAL

L'OREAL + The L'Oréal logo, consisting of a stylized 'L' and 'O' followed by the word 'REAL'.



L'Oréal Group intends on becoming a 100% Responsive Company with Sprinklr

Through the partnership, Sprinklr will help L'Oréal drive its 'Listen-to-Engage' social marketing model in order to better understand and serve online customer expectations.

The Listen-to-Engage model is comprised of three pillars: listen, learn and love. Listen uses Sprinklr's [Modern Engagement](#) tool to monitor brand reputation and detect social media trends.

Learn leverages [Sprinklr's AI](#) technology to pull insights from customer inquiries, while Love uses Sprinklr's [Modern Care](#) tool to capture and resolve customer messages across various brands and regions.



Listen, learn and love are the three components that make up the Listen-to-Engage social marketing strategy

L'Oréal Global Chief Consumer Care & Experience Officer Céline Dumais said, “Sprinklr is a great partner in our journey to enhance customer care in an age where instant direct conversations with brands became key for our consumers.”

Sprinklr Chief Revenue Officer Luca Lazzaron added, “Today, delivering the most powerful retail experiences starts with meeting customers on the channel of their choice.

“As the world’s leading beauty company, L’Oréal is known for trying to share the best of beauty with all. With Sprinklr, L’Oréal can now easily listen to these consumers, learn from them and engage with them wherever they are.”