CONTINUED EVOLUTION
VIA THE LORA PLATFORM

Carol's Daughter — Case Study

ABOUT CAROL'S DAUGHTER

CAROL'S DAUGHTER

In 2000, Carol's Daughter changed the natural haircare world by being one of the first to sell their beauty recipes directly to their customers on CarolsDaughter.com

The company was acquired by L'Oréal USA in 2014.

CHALLENGES

*Required A Streamlined and Cost-Effective Way for
Social Sign-In and Social Sharing*

LIMITED FUNCTIONALITY

Old system relied on 3rd party software that wasn't robust or aligned with the LORA platform.

COST INEFFICIENT

Money was spent on software when a solution was available that could deliver the same capabilities in-house.

CHALLENGES
Improving the Checkout Process

Additional functionality was needed to help avoid cart abandonment and ensure purchase completion.
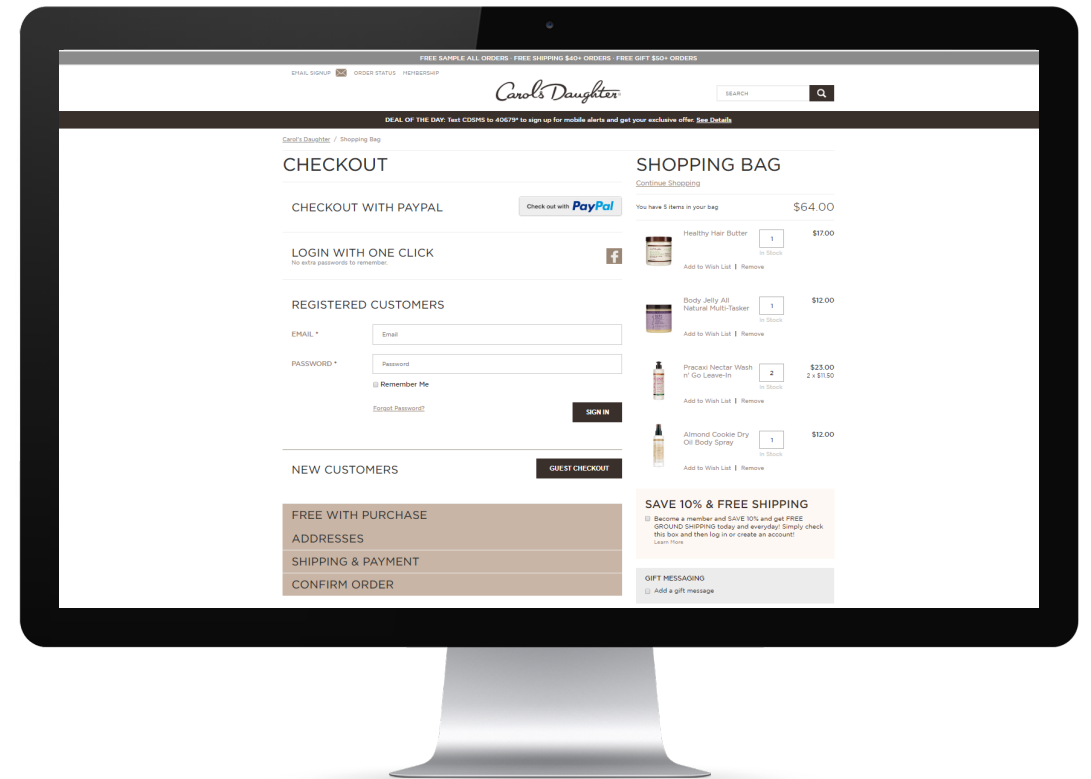
SEARCH
FOR ITEMS

ADD TO
CART

COMPLETE
THE ORDER

OSF'S SOLUTION

Social Sign In, Log In and Sharing

Replaced Gigya with LORA Social Sign In and Sharing

Migrated existing Gigya accounts over to LORA Social Sign In and Social Log In

Linked social accounts to existing Salesforce accounts if in the system.
If not, will create a new account

Linked LORA Social Sign In with CRM database

Social Log In = Facebook, Twitter, Google+
Social Sharing = Facebook, Twitter, Instagram, YouTube, Pinterest

Social Log In triggers a 'Welcome Registration' email for new users

OSF'S SOLUTION

3rd Party Software Implemented for Checkout Process

PFS

PFS inventory import

PFS pricebook import

PFS catalog import

PFS order export

Integrated OMS for PFS

ORDERS

Order File Customization Implemented

PDP, PLP, MINI cart, checkout – order maximum

PDP Pre-order/ Backorder

Sales Order Customization

IMPLEMENTED

Gift Messaging

iCA Integration

Implemented MIA File

Implemented Pricebooks

OSF'S SOLUTION

3rd Party Software Implemented for Checkout Process

MY ACCOUNT

My Account - Order History

Customer Number Prefixing

PAYMENTS

Replaced Paymetric With Cybersource For Payment Processing – Credit Card

Switched PayPal Integration To Direct

PROVIDERS

Tax Provider

Address Validation Provider

RESULTS

Improvements In Sign-In, Sharing & Checkout Processes

LEVERAGING SOCIAL MEDIA

Aligning social media data with information stored in L'Oréal's customized Salesforce Commerce Cloud platform – LORA.

EFFECTIVE CHECKOUT

Added features to the website to ensure a seamless checkout that avoids cart abandonment and encourages sales.

OSF.DIGITAL

TESTIMONIAL
Our Work Through The Eyes Of Our Clients

"The work that OSF Digital has performed on the Carol's Daughter website was completed in a short timeframe and with exacting precision. Our customers are now able to sign in and share content using their social media accounts, resulting in a seamless experience from their side, and increased brand awareness for our company. Shoppers are also benefiting from a more robust checkout process, reducing cart abandonment and ensuring successful order completion."

AMY TSO,
AVP, E-Commerce & CRM
L'ORÉAL, MULTICULTURAL BEAUTY DIVISION

OSF | DIGITAL   *Carol's Daughter*

THANK YOU

Carol's Daughter– Case Study