OSF | DIGITAL

BUILDING UP CUSTOMER LOYALTY THROUGH KIEHL'S REWARDS PROGRAM

Kiehl's – Case Study

ABOUT KIEHL'S

Kiehl's is a cosmetics brand that specializes in premium skin, hair, and body care products. Kiehl's started as a single pharmacy in 1851 and the company currently has more than 250 retail stores worldwide.

Kiehl's has been part of the L'Oréal Group since 2000.

CHALLENGES

Incentivizing sales and improving the customer experience

Kiehl's Canada was looking to:

offer a more personalized customer experience to existing shoppers,

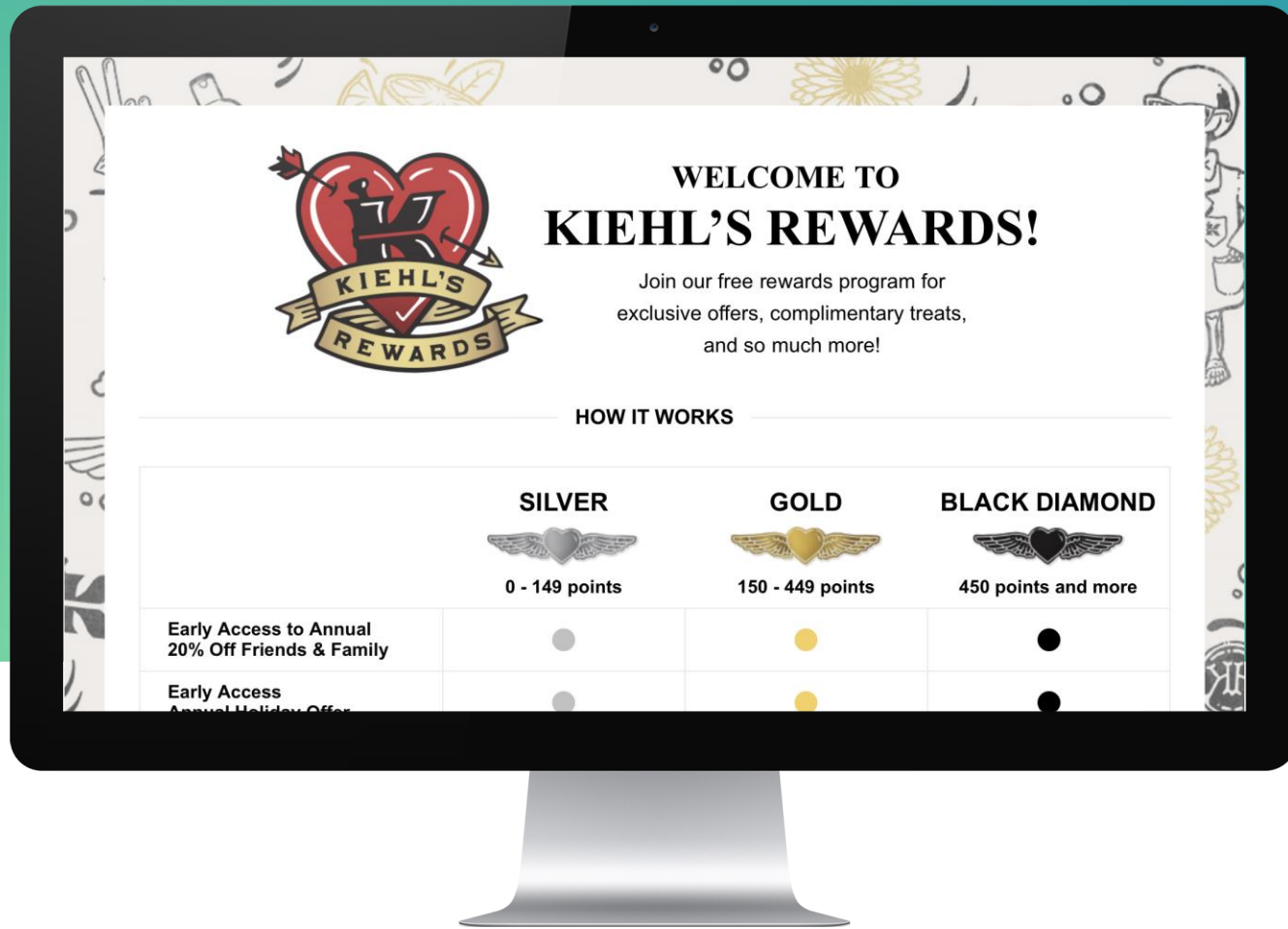grow its purchasing audience,

attract new shoppers,

increase sales.

OSF's SOLUTION
Implementing an effective loyalty program

OSF Digital implemented Kiehl's Rewards, a loyalty program leveraging the Salesforce Commerce Cloud platform.

OSF's SOLUTION

Integration of Third-Party Solutions

OSF Digital integrated Merkle LoyaltyPlus™ to help Kiehl's track its customers' behavior and segment its database to help to enhance and personalize all interactions with its clientele. In addition, Kiehl's can now retrieve the customer purchase history.

RESULTS

A loyalty program that delights

Kiehl's now has a rewards program that offers:

points for purchases made in-store or online, requesting a skincare consultation, referring a friend, and sharing a purchased item on social media.

an evolving number and quality of benefits available for each tier;

four tiers of membership, Silver, Gold, Black Diamond, and Platinum;

The benefits of Kiehl's Rewards program include:

birthday gifts

access to exclusive private events;

the option to use earned points to receive a discount on a purchase.
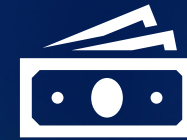
RESULTS
Launch of Kiehl's Rewards Program

With their brand-new loyalty program Kiehl's is able to:

connect with customers on a deeper level and encourage repeat visits with complimentary items or services;

improve customer retention rates;

increase the average order value;

boost customer engagement;

increase customer loyalty.

OSF.DIGITAL

TESTIMONIAL

" *By engaging OSF for this project, we ensured that our requirements and business needs have been treated with clear-cut precision. We're excited to build stronger relationships with our customers through this new loyalty program.* "

Alexandre Ratté,
General Manager,
Kiehl's Canada

THANK YOU!

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