

Crabtree & Evelyn

Aiming to present a single face to its customers everywhere in the world, Crabtree & Evelyn worked with makepositive to build standardised workflows for a centralised set of Salesforce solutions. The company can now communicate more consistently with customers and prospects, and has more time to spend on customer-facing activities.

Challenge

As part of a corporate rebrand, Crabtree & Evelyn wanted to enhance the way it managed customers. How could the company improve the consistency of processes, targeting and communication across regions?

Solution

makepositive helped Crabtree & Evelyn centralise and standardise its customer data, integrating multiple Salesforce solutions and setting up tailored workflows to simplify and accelerate operations.

Benefits

- Centralised customer data for easy access, single version of the truth
- Reduced administrative effort around maintaining application assets
- Improved data quality and made it easier to target prospects consistently
- Supported the company's growth by enabling faster insight into customer behaviour

The challenge

In February 2017, Crabtree & Evelyn initiated a corporate rebranding exercise, which also represented a golden opportunity to become a more customer-centric business. At that time, critical data assets such as customer records, transactions, product lists and related analysis were managed in different places around the world, by different teams, using different processes.

As a result, the look and feel of the company's customer communications varied significantly across its major markets in Central and North America, Europe and Asia.

The lack of a company-wide sales and marketing tool made it difficult to standardise on a single, consistent set of processes and standards for customer communication.

As Crabtree & Evelyn sought to grow its global business, it wanted to improve the quality and consistency of communications across all touchpoints and gain a single view of customers—without restricting individual countries from tailoring their approach to suit their local markets. The company also aimed to increase automation in sales and marketing so that employees could spend less time on administration and more time on customer-facing activities. Finally, Crabtree & Evelyn wanted to introduce a global loyalty scheme to reward its most valued customers.

The makepositive solution

Crabtree & Evelyn decided to adopt solutions from Salesforce, and chose makepositive as its implementation partner. makepositive ran a series of workshops to understand the existing processes and approaches, then worked with Crabtree & Evelyn to map out a set of consistent workflows that would help to unite the business across regions.

makepositive deployed multiple Salesforce platforms at Crabtree & Evelyn, including Commerce Cloud, Sales Cloud and Marketing Cloud, and consolidated disparate sets of data on customers, products and transactions. The creation of the new sales and marketing platform involved 19 points of integration with external sources, including analytics tools, recommendation engines and content management systems. makepositive was also responsible for building ten country-specific Crabtree & Evelyn websites in eight different languages.

Thanks to consistent, centrally-managed customer data, Crabtree & Evelyn has a clearer view of customer behaviour within and across countries and regions.

The benefits

With all customer data now managed centrally and in a consistent way, Crabtree & Evelyn can better understand customer behaviour within and across countries and regions. In practical terms, the effort required to maintain these data assets is significantly lower, but more important to the business, the quality of data is now higher. Local and global teams at Crabtree & Evelyn now have a more accurate view of customers and their transactions, and can perform analytics on trusted data to help decision-making.

By embedding standardised workflows and marketing strategies in a single, central tool, Crabtree & Evelyn can now communicate consistently with its customers wherever

they are. As the business continues to grow, standardisation will help it scale its marketing operations to meet larger global needs. Crabtree & Evelyn can also now better monitor and reward customer loyalty, and can identify and communicate with prospects in a more targeted and consistent way.

About Crabtree & Evelyn

Crabtree & Evelyn is a leading global bodycare, skincare and fragrance brand. The company operates in Europe, the Americas and Asia-Pacific, creating adventurous, high-quality products for a growing customer base. For more information, please visit <https://www.crabtree-evelyn.com/>



About makepositive

makepositive is a multi-award-winning Platinum Salesforce consulting partner with more than 1,200 successful project deliveries to date. With over 160 Salesforce experts, makepositive has experience across the entire Salesforce platform, including Sales Cloud, Service Cloud, Community Cloud, Platform, Marketing Cloud, Field Service Lightning, Quote to Cash, Pardot and Einstein Analytics. The company also has a dedicated Experience Design & Managed Services team. A two-time winner of the Salesforce Partner Award for Innovation, makepositive puts customer success front and centre.

For more information, please visit <https://makepositive.com/>