

# GREEN GLOW | AI STRATEGY

Case Study for digital skincare experience enabled by AI



## Background:

- GG is a growing online skincare retailer that provides sustainable, affordable, and high-quality skincare products.

## Situation:

- GG wants to “move the needle” on its digital experience across the entire organization.

## Customers:

- GG’s customers are largely “millennials and their mothers”\* acquired via social media and influencer user-generated content (UGC).

# 70%

of new customers arrive via social media.\*



\*Based on Iliia report [here](#)

**Challenge:** A healthy and sustainable skincare routine means different things to different people.

**“71%**

Of customers expect  
personalization from top brands”\*

**Opportunity:** *“It turns out that most people are also seeking their own versions of perfection.”\*\**

**Vision:** GG delivers a personalized experience to help customers realize a sustainable skin care routine that is unique to them and helps them realize their own idea of flawless skin.

**Success:**

- Eliminate frustration measured by Customer Satisfaction (CSAT)
- Improved operational efficiency, using analytics and measured by Customer Acquisition Cost (CAC)
- Increased Engagement measured by Customer Lifetime Value (CLV)



**Challenge:** Improve operational efficiency while creating unique experiences leveraging an AI-enabled data architecture.

**“81%**

of CMOs say they expect to use GenAI to support new business models in the next 12 to 18 months”\*

## **Delight customers with....**

- Frictionless, identification, avoiding repeated information & personalized, timely offers

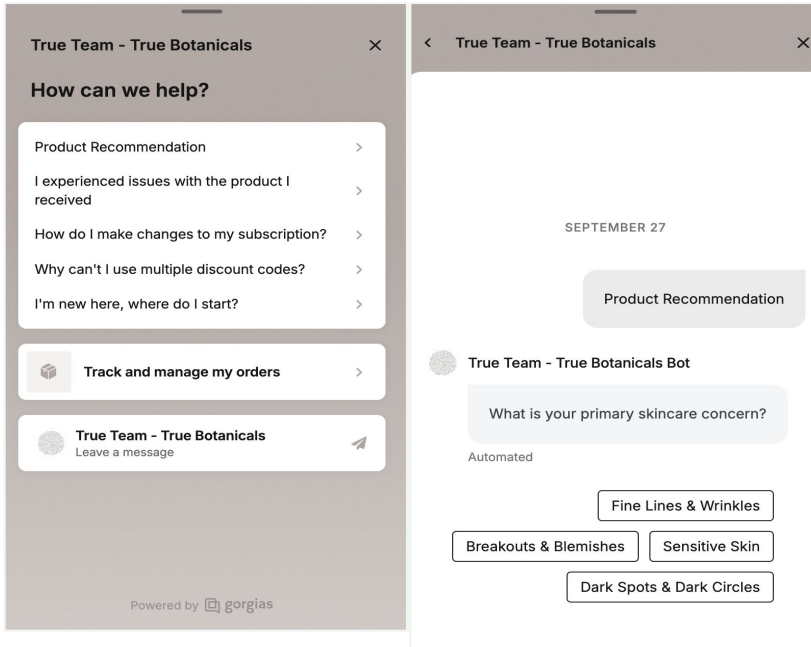
## **Provide business value by...**

- Providing analytics across data silos
- Improved data security for General Data Protection Regulation (GDPR)
- Enhanced media strategy, success measured by (CAC)

## **AI-Enabled Tactics:**

- APIs gateway to data lake for AI app enablement.
- Real-time offers leveraging a Unified Customer Profile (UCP.)
- Track inventory and scope 1-3 for the supply chain.

**Challenge:** Provide high-quality customer service and product discovery while maintaining a personal touch.



## Delight customers with...

- Content and product discovery with semantic search and concierge customers services, resolving order issues immediately

## Provides business value by...

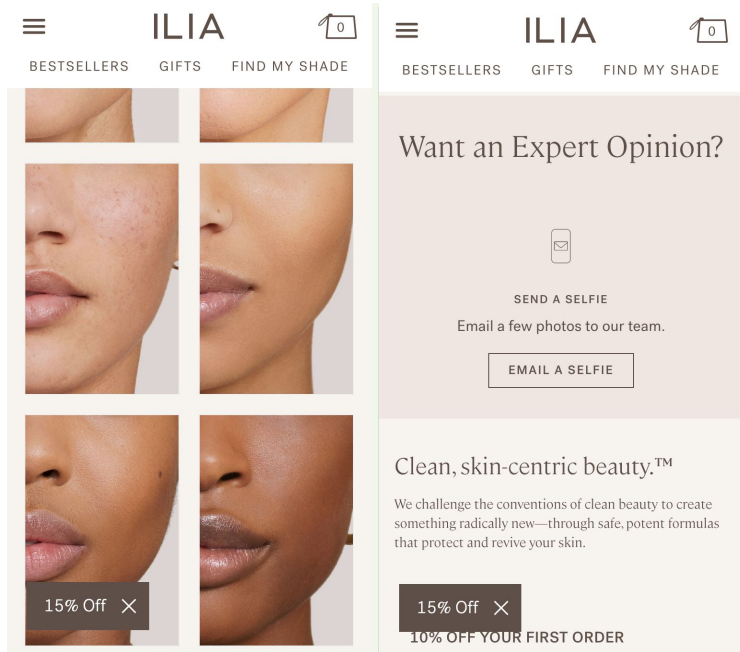
- Handling tier 1 call centers questions and enhancing order tracking, success measured by Customer Satisfaction (CSAT) and increased engagement

## AI Enabled Tactics:

- Talk and/or text chat with an AI concierge

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**Challenge:** Deliver the face-to-face personal touch of retail experiences.



## Delight customers with...

- A beauty specialist that remembers conversations, tracks your routine & preferences, and recommends based on complexion while providing emotional support.

## Business value by...

- Customers use 5+ products with success measured by Customer Lifetime Value

## AI Enabled Tactics:

- Contextual awareness
- Evaluate complexion with computer vision
- Emotional recognition