



Dermalogica Unifies its B2B Sales and Service with Pepperi



dermalogica®

Ever wondered when questions about beauty first arose?

The search for beauty takes its roots from ancient Egypt. It was Cleopatra who laid the foundation of modern cosmetology by leaving one of the first collections of cosmetic recipes. The ancient Egyptians, just like the people of the 21st century, dyed their hair, took mud baths, enjoyed aromatherapy sessions, looked after their nails, got rid of wrinkles and used skin and decorative cosmetics. Since those days, cosmetology has made great progress, but the one thing that has remained the same is a person's desire to look young and healthy.

To help millions of people improve their skin health by better serving skin care professionals worldwide, Dermalogica, a subsidiary of Unilever PLC and the leading professional-grade skin care brand, selected Pepperi as its long-term strategic partner to create a single B2B sales and service hub.

Pepperi's omni-channel B2B sales platform provides a unified internal and external buying experience across the entire business.



DISTRIBUTORS IN
80
COUNTRIES



60
US BUSINESS
CONSULTANTS



1000
EMPLOYEES



6000+
PROFESSIONAL
US SKIN THERAPISTS

Challenges

- 1 To work with a single unified B2B sales platform where:
 - Business Consultants place orders on behalf of their accounts
 - Accounts place their orders directly
 - Business Consultants manage lead pipeline
 - Business Consultants submit information to Finance to convert leads to accounts
 - Business Consultants log sales visits and prospecting activities
 - Marketing Department configures promotions
- 2 Various departments needed the ability to place support orders directly without Customer Service intervention for prospects, accounts, social media influencers, events, etc
- 3 Support the shift to accounts placing their own orders via B2B
- 4 Support implementation of Afterpay (requires self-service B2B)
- 5 Reduce the load on the HR department with processing internal employees' product allocation orders
- 6 Eliminate manual order processing for international distributors

Solutions



All-in-one B2B sales & service platform for all Dermalogica B2B stakeholders



3 B2B e-Commerce portals, each with its own unique look and feel, workflows, catalogs and promotions for:

- 2000+ Buyers
- 40 International distributors
- 1000 Dermalogica employees



Native app mobile solution for business consultants



Trade promotions module



Automated account set up workflow



Advertising and promotion (A&P) dedicated workflow



Afterpay Integration



Single Sign On (SSO) to the Buyer portal

All-in-One B2B Sales & Service Platform

Back in 2017, Dermalogica's challenge was to create a single B2B sales platform with CRM capabilities where Business Consultants could log visits, place orders, generate and qualify leads and convert them into customers. They also wanted the ability to place orders on behalf of their accounts to better assist the less 'tech-savvy'.

With Pepperi, all Dermalogica Sales stakeholders have a single platform where they perform all their CRM and sales-related activities:

- Place orders on behalf of accounts
- Manage leads and opportunities
- Schedule and manage calendar for lead and account support visits
- Check real-time visibility into stock levels
- Review account purchase history and payment options
- Apply ongoing and monthly promotions
- Order monthly car stock (Business Consultants inventory for account/lead support) to organize events, training sessions or giveaways to customers

Pepperi enables Dermalogica to set up a wide variety of promotions and then push them out to the different sales channels – Business Consultants, B2B e-Commerce, or Inside Sales. Setting up promotions lets Dermalogica upsell and cross-sell to existing customers to increase average order value.



Ongoing Promotions (Business Consultants only):

- Buy one, get one half price on specialty professional items
- Quantity discount (buy 6+ of the same item to receive a 5% discount)
- Free samples dependent on order size
- Ability to apply 'Derm Dollars' (reward points) towards free support items
- Capability for field sales to provide complimentary items when upselling



Monthly Promotions:

- Gift with Purchase – receive free gift for each \$X amount you buy from a list of items
- New Bundles / Mix & Match
- Category Discount – a max discount provided for a category of products
- Category Threshold Discount – buy more than \$X amount from a category or a list, and receive a discount on the order level





Automated Account Set Up Workflow

In order to set up an account, the Business Consultant needs to verify licensing, gather pertinent contracts and documentation, then work with their District Manager and Finance to communicate account set up. Details they communicate to Finance include account segment, address classification, tax status, applicable price list, etc.

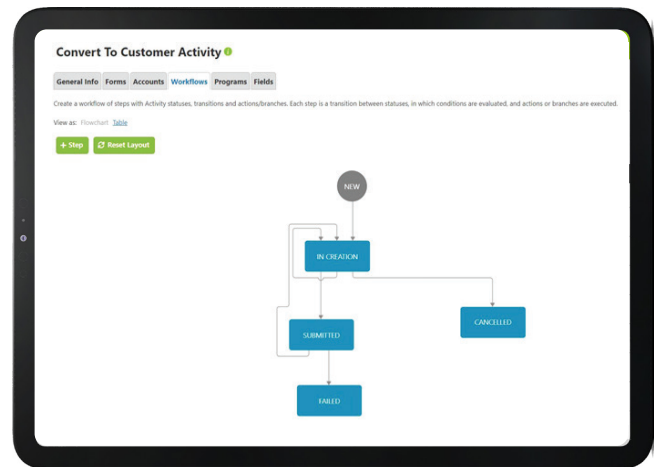
Dermalogica sought to automate the set-up process with a unified, digital and interactive solution that would work with their New Account Portal and JD Edwards.

Using Pepperi's robust approval workflow provided a seamless account setup and post-setup process. A new business account setup request starts with an inquiry form on the company's website, which is integrated with Pepperi using Pepperi API.

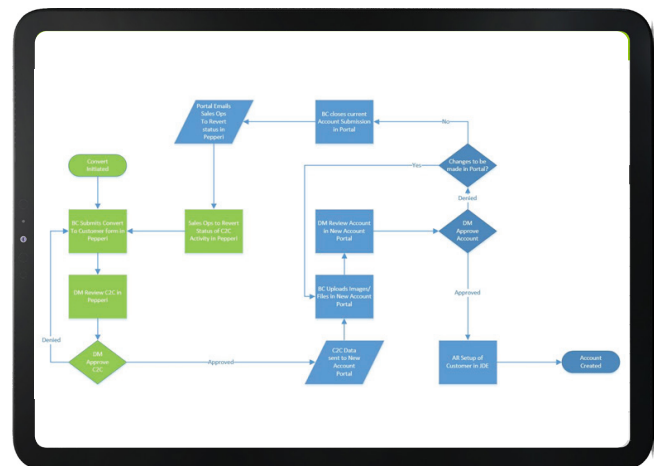
The initial review process is done by Business Consultants and involves gathering account details, which are then submitted through Pepperi into their New Account Portal. Once the Consultant uploads relevant documentation into the New Account Portal and the District Manager reviews and approves, a Finance approval triggers the automated account setup in JD Edwards, and the lead record is subsequently updated as an account in Pepperi.

Upon account setup, the Owner record is marked to automatically be setup as the B2B Buyer, and an email notification is triggered to go to the account with login instructions.

Most changes to established accounts - be it location, certification, name or credit terms - require a form request from the Business Consultant, which then triggers an automated workflow to ensure changes are valid and updated in the system.



Onboarding workflow



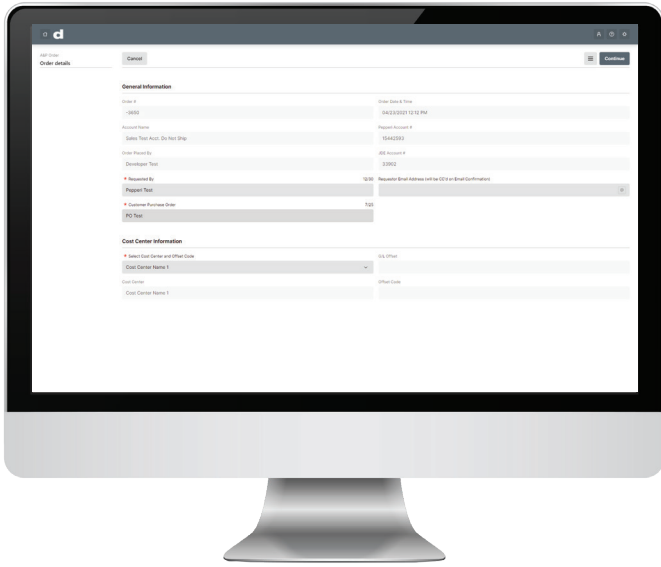
Onboarding workflow

Pepperi's account onboarding workflow boosted efficiency & shortened the onboarding process

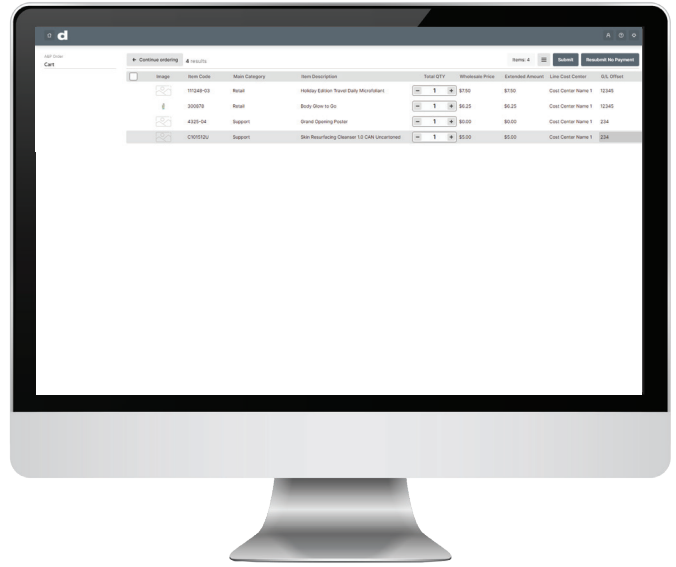
Dedicated Advertising and Promotion (A&P) Order Workflow

Dermalogica Marketing collaborates with social media influencers for product launches to boost sales and increase consumer awareness, averaging 6 new product launches annually and over 5,000 product giveaways per launch. Dermalogica's Sales team also has various needs to place A&P orders that support growth of the business through prospecting, account events, etc. Dermalogica sought a way to eliminate the Customer Service step of processing no-charge A&P orders.

By using a dedicated A&P workflow, Marketing and Sales can choose the relevant cost center and place no-charge orders on their own. Customer Service intervention to process A&P orders that do not require approval or review has been completely eliminated.



A&P order details



A&P cart



Customer Service savings: 12K fewer A&P orders to process annually
(Customer Service involvement eliminated)

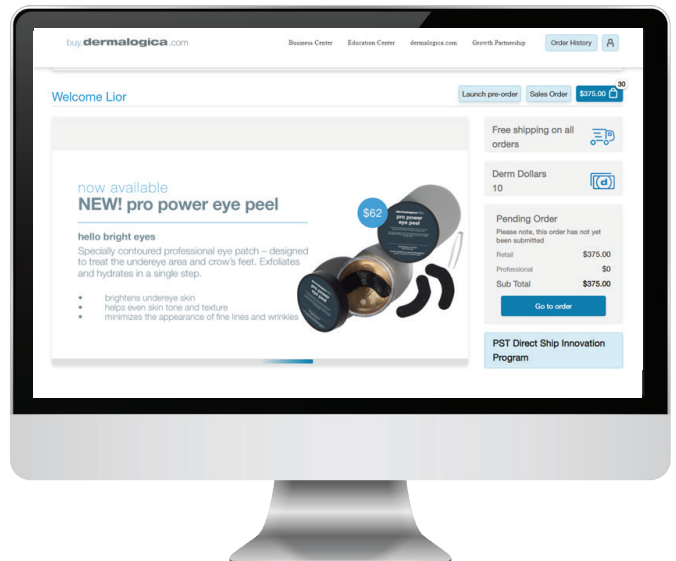
Project Expansion

Following its initial success, the project expanded in scale to allow PSTs, Dermalogica employees and international distributors to place orders through Pepperi. Each storefront was designed with a unique look and feel, workflows, catalogs, pricing, discounts and promotions.

B2B e-Commerce Portal/PSTs

Low uptake of a legacy B2B self-service portal among PSTs called for a super user-friendly solution that would make order processing smoother and discovering products easier. The legacy B2B sales platform was not popular among PSTs and only 4% of orders were coming through it.

Pepperi's B2B storefront delivered a custom branded homepage with its own catalog, pricing, discounts, promotions & order history. Pepperi also offers installment payment methods at the online checkout by integrating with Afterpay.



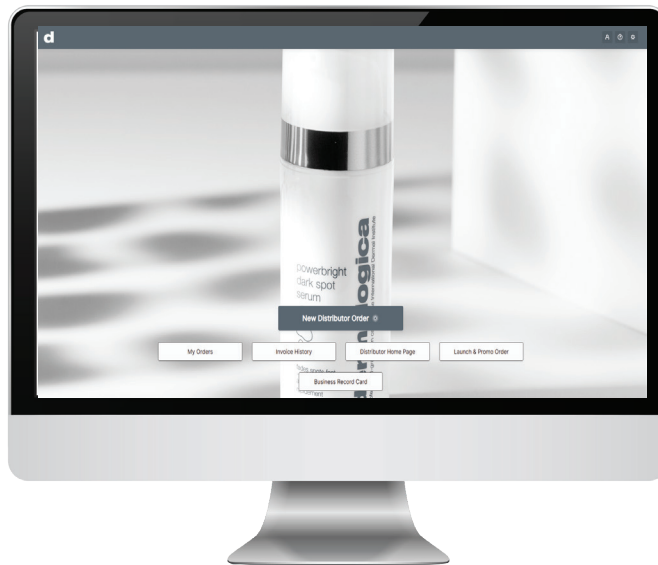
Buyer (PST) storefront

B2B e-Commerce Portal/Dermalogica International Distributors

Previously, the only way for international distributors to place orders was by sending spreadsheets to the International team, who then manually entered them into their ERP. Pepperi revolutionized the way international distributors place orders.

Distributors have a dedicated catalog, and access to invoice history and are offered 2 transaction types:

- 1 General orders (aka New Distributor Order)
- 2 Launch and Promo orders

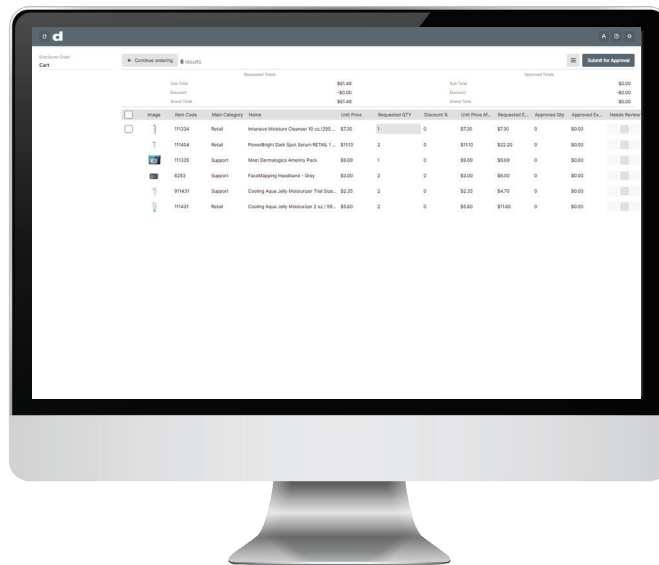


Distributor homepage

Each distributor account is linked to at least one price list, with the ability to add additional price lists. Every order includes their discount, as per contract terms.



Distributor catalog

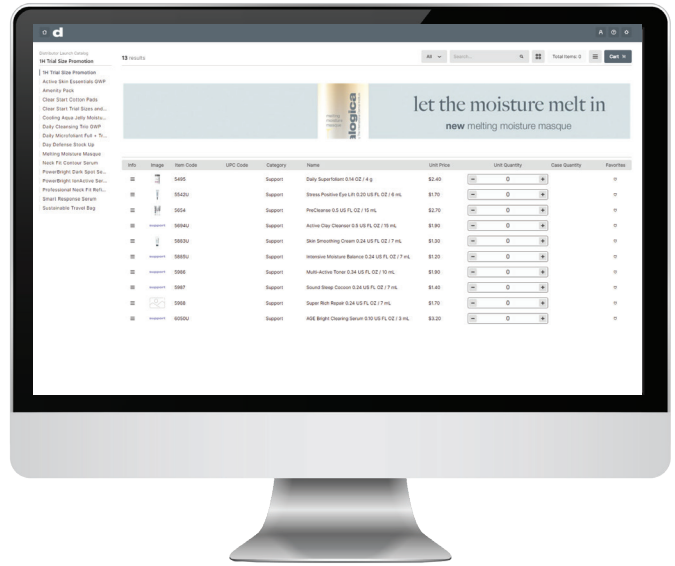


Distributor cart

Launch and Promos enables distributors to receive exclusive access to new product launches with specific discounts. It has a dedicated launch catalog and unique filters for each promo/launch.



Over 50% of distributor orders come via B2B e-Commerce



Distributor launch catalog



We chose Pepperi, because we needed one integrated platform that would create a unified buying experience across multiple sales channels, help PSTs and our international distributors to do more retail business, and dramatically reduce overload on our customer service and HR teams

Pam Wood, Sr. Director
Sales Operations



A project of this size requires collaboration from everyone involved. Pepperi's flexible back office allowed us to easily configure complex business processes to address our unique requirements

Bryan McLane,
Applications Manager



What's Next?

"Recently we implemented a 'direct ship' program for our loyal accounts, allowing them to pre-order our newest innovations. Choosing to participate in this automated program provides early shipment and extended payment terms to allow for sell through.

We are also in the process of creating a new SOW to move our Customer Service team from order processing in JD Edwards to Pepperi. Additionally, we are adding the capability to apply product credit vouchers to replenishment orders, which will further reduce the need for Customer Service involvement and push more accounts into self-service B2B order processing".

