

LUSH

FRESH
HANDMADE
COSMETICS



Reliable data for informed business decisions is placed high on the agenda for Lush Swedish stores

Lush is a UK-based cosmetics company, famous for producing and selling a variety of hand-made products, including soaps, shampoos, shower gels, lotions, moisturizers, scrubs, masks and other cosmetics for the face, hair, and body. Lush uses vegetarian recipes and fresh ingredients, like organic fruits and vegetables. Globally, Lush has over 900 stores and 6000 employees in more than 50 countries. The company is present in Sweden since 1997, and currently operates nine stores from Luleå in the North, to Malmö in the South, as well as online.

FOCUS ON CUSTOMER CENTRICITY

Lush operations in Sweden were concerned with the accuracy of the previously installed visitor counting system, and also felt that data could be potentially manipulated. Distrust in the output from the system, lead to focus on the number of transactions, which in turn did not really provide any measurement of the customer service level and the right customer centricity. The management at Lush Sweden had a strong desire to measure customer flows, conversion rates, sales per hour, efficiency, and effectiveness in the store in a better way.

- "I had started to look into different alternatives within the field of visitor counting, and when I came in contact with Jatox, longtime system integrator, and cooperation partner of Cognimatics, the pieces came together," says John Ramberg, Business Manager at Lush, Sweden. "The timing and personal chemistry were right. These solutions provide retailers with vital key performance indicators, so it is logical to work with a trusted service provider. In addition, the system had a good track record and proved to be cost effective," he continues.

QUICK IMPLEMENTATION AND EARLY REWARDS IN STAFF PLANNING

Lush is a large company today, but entrepreneurship still lies at the heart and spirit. The Swedish operations were quick to make an implementation decision once the solution had been presented. Within a matter of a few weeks, all nine stores had the TrueView People Counter® up and running in conjunction with the TrueView Web Report®, which captures and analyzes the data over time - the era of increased transparency had begun.

- "We monitor the daily store results down to hourly units. The full benefit of the solution will of course become apparent when we have completely comparable data i.e. after a year, but we already see clear trends and patterns and have therefore gained benefits in staff planning, which is great," John Ramberg points out.

Lush stores in Sweden average some 60 m² in size, and the right amount of manpower to meet customer flows, maintain the desired service levels, and yet be cost effective is essential to business operations.

- "Based on analysis of customer flows, we have added staff for a few hours during certain times of the day, and we are also moving into measuring effectiveness of events in the store. As an extra benefit we have a very good continuous 24/7 health check of our Internet connection. If the visitor counters are not reporting numerical data we get a call from Jatox and can investigate, John Ramberg says with a smile.

Lush prides itself to be 100% committed to its customers and focused on the future - why settle for anything less when it comes to retail analytics and service providers.



QUICK FACTS ABOUT LUSH:

Since its establishment in 1995 in the United Kingdom, Lush Cosmetics has been driven by innovation and strong ethics. Creators of pioneering beauty products such as, the fizzing bath ballistic, shower jellies, and solid shampoo bars, Lush places a strong emphasis on fresh ingredients. Lush operates a strict policy against animal testing and supports Fair Trade and Community Trade initiatives. Lush has initiated the combat of over-packaging in the cosmetic industry by developing products that can be sold 'naked' to the consumer without any packaging. Lush has over 900 stores and 6000 employees in more than 50 countries.

ABOUT JATOX:

Founded in 2000 Jatox provides IT-services; products from selected suppliers, installation services and consultancy.
www.peoplecounter.co

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About Cognimatics and TrueView People Counter®

Cognimatics has a long and strong track record in people and customer counting. Via a global distributor and system integrator network, the company served customers in more than 70 countries last year. Many of the most successful retail chains in the world use Cognimatics' products to improve their performance and enhance the customer experience. Founded in 2003, Cognimatics is a Swedish company, with a team of world leading researchers in the field of Video Analytics. TrueView People Counter® runs fully embedded on Axis standard network cameras, eliminating the need for any additional hardware. No video is stored or streamed from the camera, effectively converting the camera into a standalone sensor. www.cognimatics.com

