The Health and Beauty Blueprint for Success:

Enabling Great Customer Experiences

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Businesses in the health and beauty industry confront unique challenges, including accurately managing inventory and maintaining superior customer service. They must adapt quickly to meet fast-changing consumer expectations.

Those that succeed differentiate themselves. Those that fail become irrelevant. Success starts with a technology foundation that links an organization's front- and back-end systems, provides a single view of the customer, enables delivery of a consistently outstanding buyer experience and is flexible and scalable.

Transformations in Health and Beauty

In just the past few years, the health and beauty industry has gone through massive disruption, and the rate of change continues to accelerate. Influential social media platforms, online reviews and brand influencers/ambassadors provide consumers with price transparency and easy access to the broad range of available products. It's one of the only industries where half of the market is still in stores. And although the majority of purchases are made online, consumers are actually spending more time in stores—
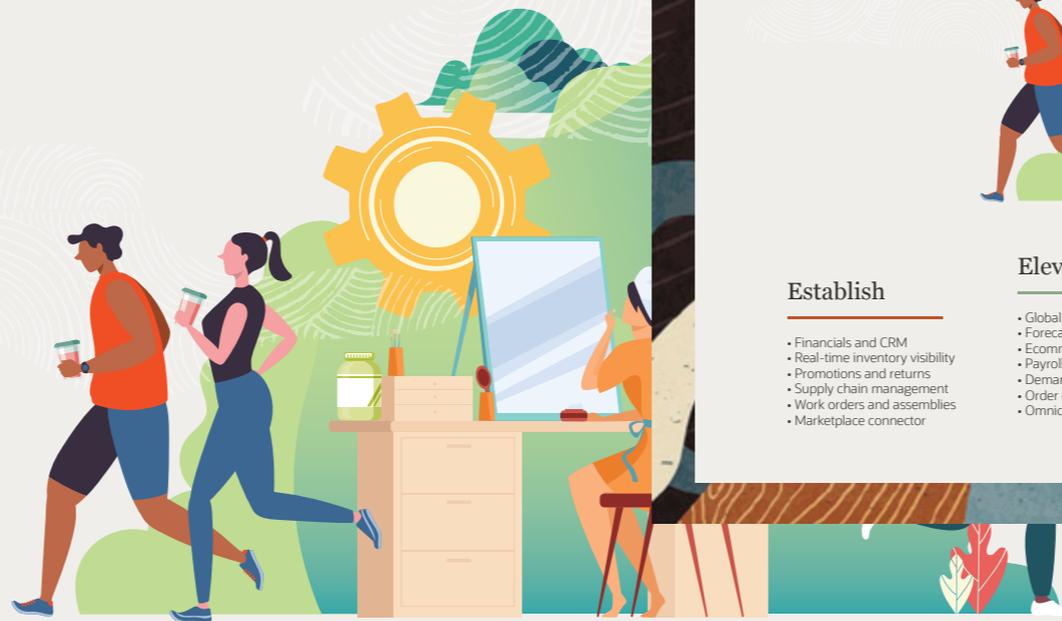
trying out products, learning new techniques and determining what features and benefits matter most to them. This represents an opportunity. Can you grab it?

CRM
Managing sales incentives and compensation and gaining a real-time view of customer interactions across all channels are crucial to success. Without the insight to adapt to your buyers' changing needs and wants, you can easily fall behind your competition.

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Establish

• Financials and CRM
• Real-time inventory visibility
• Promotions and returns
• Supply chain management
• Work orders and assemblies
• Marketplace connector

Elevate

• Global expansion
• Forecasting and planning
• Ecommerce
• Payroll and people management
• Demand planning
• Order orchestration
• Omnichannel

Expand

• Flexible fulfillment
• In-store experience management and clienteling
• Unified customer experience
• Auto ship
• Cross-subsidiary fulfillment
• Warehouse and manufacturing automation

Accelerate

• Commerce marketing automation
• Quality management
• Asset management
• Multibook accounting

Dominate

• Operate globally
• Blockchain
• Internet of Things
• Sales intelligence

Challenges

Amid these disruptions in health and beauty, challenges include:

- **Disconnected technology.** Health and beauty companies may be wrangling as many as 12 on-premises, legacy point products, all of them heavily customized and in need of integration. The result? A tangled IT hairball. Each system provides different data, and the costs to constantly update and integrate them are sky-high. Traditional back-end ERP systems contribute to this complexity. When a front-end solution—like an ecommerce tool or mobile site—was added, it was simply bolted on. Solutions were not designed with customers in mind, and companies lacked a unified, consistent data source. As a result, most ERP systems fall short in helping health and beauty companies deliver great customer experiences.

- **Unreliable data.** Data must be consistent across all customer touchpoints to both ensure a seamless experience for buyers and enable business decisions to be made based on real-time information.

- **Limited employee access to information.** Employees lack the tools and data to provide personalized, relevant experiences that stand out to customers.

"Health and beauty companies are laser-focused on product innovation, brand-building and customer intimacy. They're channeling the time and cost savings they realize with NetSuite into building the business, rather than wasting resources on manual work and outdated on-premises systems."

Branden Jenkins, SVP SuiteVerticals, Oracle NetSuite

Customer-Focused Commerce Musts

In this hyper-competitive environment, NetSuite has identified five pillars to building a unified customer experience, all based on helping our real-world clients succeed.

- A holistic customer view. This requires having all customer data, including purchase history, returns and preferences, in one, accessible, place.

- Innovative experiences. Flexible platforms enable innovative new experiences like offering mobile payment options that go beyond traditional ecommerce.

- Intelligent order orchestration. Health and beauty companies must be able to orchestrate orders intelligently— based on customer loyalty considerations, time constraints or preferences, for example—and use inventory efficiently to serve valued customers.

- Unlimited expansion. Companies need scalable platforms that allow for expansion across the globe and enable them to offer new products and services, cost effectively.

- Single cloud platform. Because change is so fast, cobbling together and constantly upgrading on-premises systems is cost-prohibitive. Outstanding customer experiences require a cloud platform.

NetSuite: Today's Business System for Health and Beauty

Companies face a choice: Continue to use a traditional back-end ERP and bolt on multiple front-end point solutions, or adopt a cloud-based business system.

NetSuite pulls together the back-end system of record and front-end system of engagement. That enables health and beauty companies to deliver on business musts: a holistic customer view, a platform for innovative experiences, robust order management, and a cloud-based architecture that can scale for unlimited expansion.

"I needed an inventory management system where everything is traceable. [In NetSuite, I can] see related records and every activity associated with a particular order—at the detail level. Now we have valid, documented steps of what happened [with any given order]."

Melvin Rodriguez, Owner and COO, Mielle Organics

NetSuite Tools

NetSuite provides multiple tools to navigate complex scenarios with the goal of delivering an outstanding customer experience. These include:

Unified Commerce

Easily prepare and manage web content across all device types. NetSuite makes creating and updating health and beauty websites simple by providing a uniform, cloud-based platform geared toward business users.

Promotion

The NetSuite Health and Beauty module includes SuitePromotions, which gives merchants the flexibility to apply multiple promotions to a single order. The seller has complete control over which codes to stack and which to keep exclusive.

In addition, "Best Offer Logic" and "Auto-Apply Intelligence" features ensure that shoppers get the best available offers and experience. With this functionality, when multiple promotions are available, SuitePromotions will automatically choose and apply the best promos for eligible customer transactions.

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Customizable Workflow

Customizable workflows are a unique feature that health and beauty companies find invaluable. NetSuite can build workflows based on different business scenarios, such as effective cart recovery. For example, a specific workflow can engage people who don't complete their purchases after putting items in the cart. Maybe the response is a triggered email send that recommends similar items, paired with a promotional offer. Or, customers might be encouraged to visit a local store, where they'll receive personalized service.

Customizable workflows can include follow-up emails after an order arrives to thank customers, remind them of return policies, and provide contact information for questions.

Point of Sale

NetSuite's point of sale solution (POS) provides full visibility into a customer's shopping and purchase history across all channels. When a consumer abandons an online order and then visits a store, the sales associate can see this information and the customer's previous transactions. This deep visibility improves engagement and the in-store experience.

Intelligent Order Management

NetSuite delivers a unified commerce experience and eliminates fracture points. For example, order management tools use easily configured rules and preferences. Companies can split orders, see and manage exceptions and have full visibility throughout the ordering and fulfillment process.

SuiteApps Store

SuiteApps are subscription-based applications, available in a dedicated SuiteApps store, that allow health and beauty companies to extend their NetSuite solutions. Do you want to use NetSuite to manage and monitor customer rewards points? Comply with EDI requirements? Make sales tax calculations easy? Or simply add a pivot table widget? Whatever your need, there's a SuiteApp for you.

NetSuite Customers

BEEKMAN 1802   CODEX BEAUTY LABS   COOLA.   dpHUE   hello naturally friendly~ oral care   MIELLE   MUD Make-up designory

Conclusion

Delivering consistently great customer experiences are now table stakes to be competitive in the health and beauty marketplace. Technology can deliver a fractured, impersonal experience that doesn't meet customer expectations.
Or it can drive loyalty by providing a customer-focused, personalized experience while giving your organization a holistic view of the buyer. NetSuite offers, out-of-the-box, the technology, capabilities and industry expertise that health and beauty suppliers need.

Health and beauty is a strategic priority for NetSuite as we continue to invest in and improve our specialized solution, developing and discovering best practices through joint efforts with partners like BeyondCloud, Bresatech, Caravel Partners, Folio3 and Myers-Holum—all with the goal of enabling brands to deliver innovative and consistently great customer experiences to an industry that can be challenging to keep up with!

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