

# Partnering with your customers to build business success



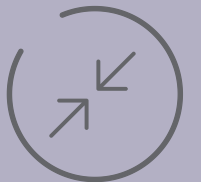
It's all about people!



The boom of communities



Customer-centricity:  
how we live and breathe it







PERSONAL  
EXPRESSION







ORIFLAME  
SWEDEN



# Evolution of Direct Selling



1960–1970

Home parties

1980

+ Person to person selling

1990

+ Network marketing

2000

+ Online ordering  
+ business tools

2019

+ Online selling  
& recruiting



# Shift in the global beauty sector

Customers turn to more intimate  
connections of influence and authority

It's all about people!



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# The growth of Beauty Communities in the industry



Consumers are  
seeking an  
*interactive,*  
*entertaining*  
and *social* online  
*experiences*



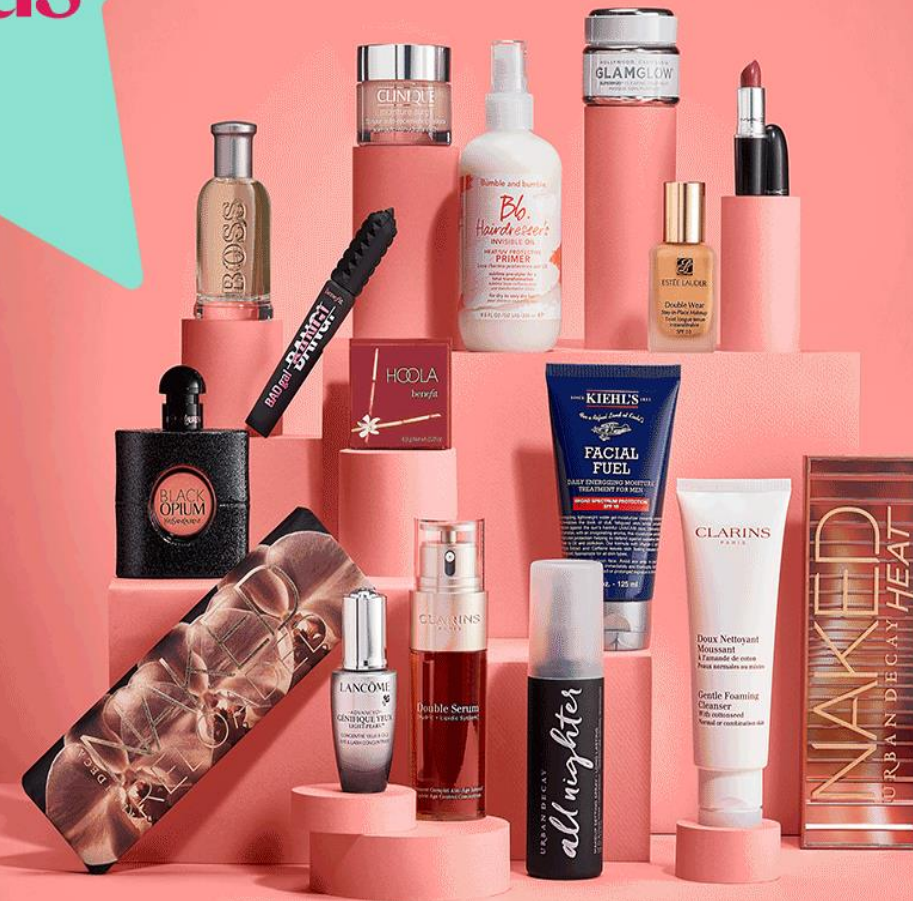




# Glossier

# Debenhams Beauty Club

Debenhams  
beautyclub  
community  
**Awards**  
2019

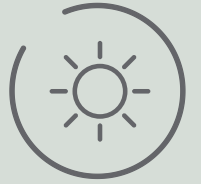




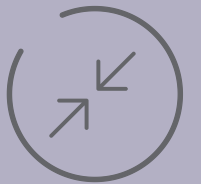
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# Our clients call us their **Customer Agency**

Since 2000, we have been building consumers into the ways companies work. By working with consumers, companies adapt faster, connect deeper and perform better... because they start acting more human. More inspired. More empathetic. And they become more relevant to the people they are trying to serve.

c\_space





Relationships are the  
source of results.

# Meet...

... Federico



... and Jane







# Connect in real-time!



And the value exchange  
goes both ways.

Meet our **Beauty Connect**  
brand partners.







So how does all this  
translate into tackling your  
business challenges?





# Customer Segmentation

Internal impact



# 360 Brand Audit

A brand audit with actionable insight



# Strategic Product Development

Strategic brand and product optimisation



We brought  
3 of Oriflame's key  
customer segments  
to life to inspire  
and excite.







# Customer Segmentation

*“I’m independent and relentless, and I believe that in life you reap what you sow. I always think before acting, but it doesn’t mean I’m not creative and I know how to use my fueling imagination to serve my purposes!”*

Vinita, India







We undertook a  
360 brand audit of  
the Colourbox brand  
to diagnose the problem  
from multiple touchpoints.



So...how do we do it?





We call it  
Customer  
as a Service.

Integrating the combined power of two or more of our services, allows us to build holistic pictures of your challenge and offer true consultancy.



### Community

An always-on community of your customers.



### DnA

Instil confidence in your stakeholders and create buy-in.



### Activation

Bring your project to life to create lasting, memorable impact.



### Prototyping

Turn ideas into physical reality, at speed.



# We use Customer as a Service to solve...

## Customer Understanding

*So strategies and decisions are not made blind...*

## Customer Experience

*So you exceed expectations across all touch-points...*

## New Propositions

*So people buy (and repeat buy) what you create...*

## Marketing Strategies

*So people feel emotionally connected with your brand...*

## Organizational Change

*So your whole business develops a genuine customer intuition...*

# NETFLIX

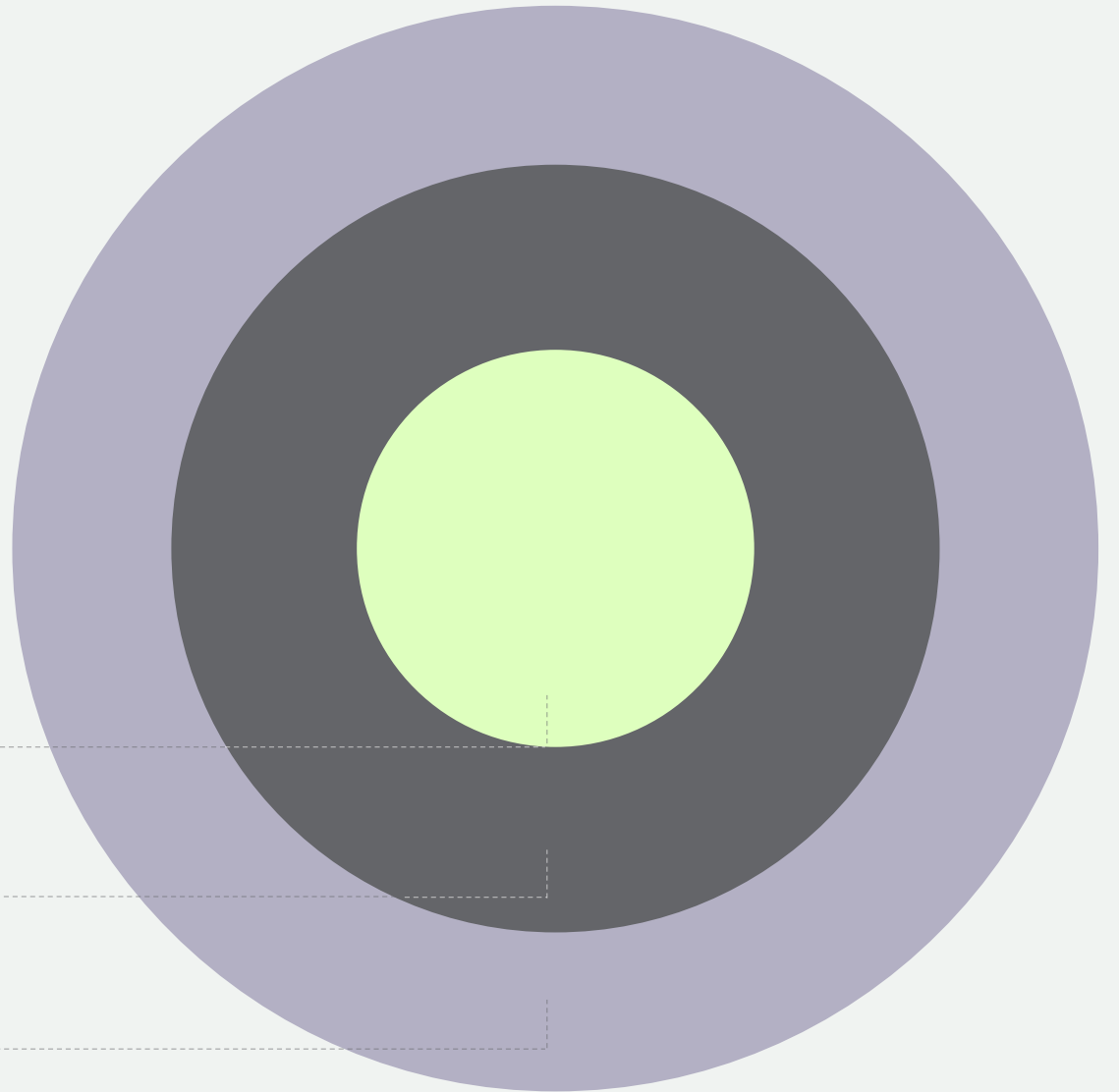
CaaS is an ‘always on’ subscription model that allows us to tailor our offering and create the greatest impact.

Always on...

Access

Consultancy

Impact







Our philosophy is

Companies that **act more human**, outperform the market

A photograph of a young woman with dark hair and bangs, smiling broadly while holding a spoon with ice cream. She is wearing a white cable-knit sweater and a gold-toned watch. The background is a blurred outdoor setting with trees and a building. The word "Questions?" is written in a large, black, serif font across the center of the image.

# Questions?