Closing the Deal at L'Oréal Paris

Successful Customer Relationships Stem from Personalized Executive Briefings

Paris, France

In 2014, L'Oréal had a vision to revolutionize how they interacted with customers. Regular meetings with current and potential customers such as store executives and product managers were becoming stale. With the help of an engaging, customized, and interactive environment, L'Oréal would leap to the forefront of the Consumer Packaged Goods (CPG) industry. By partnering with Mechdyne Corporation, they created their iconic Beauty Lab to showcase new product designs, discuss store layouts, and plan business strategy with their customers.

the Beauty Lab in their Paris headquarters to be exceptionally welcoming, comfortable, and engaging, requiring a seamless technology experience to match.

L'Oréal partnered with Mechdyne to create a personalized collaboration space with dazzling and beneficial technology. The solution features two massive screens called Powerwalls , one at 16-feet and the other at 23-feet long to create an "L" formation.

### Eliminating Standard Customer Experiences with Immersive Technology

In today's "age of personalization," the most successful companies focus on consultation and customized experiences to engage with customers. L'Oréal wanted to create a space where they could truly collaborate without the use of standard presentations. They designed

Objectives

- Create an engaging customer experience that combines personalization and innovative technology

- Impress and engage customers in meaningful, open dialogue within a comfortable collaborative environment

- Become a leader in the CPG industry when it comes to visualization
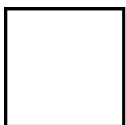
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Each screen displays different or the same content simultaneously, allowing for participants to view all their necessary content. Whether the content is in 2D or 3D, L'Oréal shares information, pitches new ideas, and seeks feedback. This collaborative experience forges the path for a successful and trusting relationship with their partners and customers.

Engaging Customers with Personalized Experiences

When L'Oréal's customers enter the Beauty Lab, they walk into a completely tailored experience beginning with a welcome space. Products line the shelves, branded colors shine in the atmospheric lighting, and the customer's logo appears on every display. When a visitor interacts with a specific product, an associated video automatically plays on the screens above. Visitorsip their favorite coffee or beverage, mingle with L'Oréal's representatives, and interact with the products. Then, a side door opens to the true meeting space.

As soon as they walk into the room, the massive dual screens in front of them play a customized welcome video as they take their seats.

Personalized water, notebooks, and gift bags wait at each seat on the massive circular tables.

L'Oréal's representatives open the floor for their clients to speak of their own company history and goals first. Only then does L'Oréal present ideas that meet what their customers are looking for, beginning a long-lasting and memorable collaboration session.

Engaging More than Just Customers

Not all meetings are with customers. The Beauty Lab's ability to create completely customized experiences allows L'Oréal's personnel to take advantage of the space. Due to the collaborative environment and flexible technology within the Beauty Lab, L'Oréal hosts a broad range of activities, from training seminars to marketing product activities.

In addition, L'Oréal opens its doors to different organizations beyond customers. L'Oréal invites universities, such as the Stanford Business School, to recruit future talent.

They will also invite beauty bloggers or the press to visit the space for product releases and events. Regardless of the visitor, L'Oréal's event coordinators carefully vet and plan for each visit to ensure a personalized experience. As a result, each visit is tailored to each user's specific needs.

## On-Site Support Provides Consistent Technology Performance

Although the space is impressive, the intimate collaboration is truly what sets L'Oréal's Beauty Lab apart. When L'Oréal's high-profile customers visit, the Beauty Lab must be fully functional at all times, or the true magic of the space is lost. L'Oréal recognized the value of a dedicated, on-site technician to support users and manage the room's technology. Not only would the presenters feel more comfortable, but the room would be ready for any visitor.

"You can't imagine what we went through before the on-site teammate was here," says Morgane Dupon, the international business development director of the Beauty Lab. "The peace of mind he offers is priceless."

Mechdyne has provided an on-site software engineer since installation to support the room. Although the teammate wears many hats, he supports L'Oréal success by:

- Ensuring all the technology performs exactly as required

- Preparing all graphics elements, from managing 3D models to preparing video content and managing logos and brand colors

- Piloting collaboration sessions so L'Oréal's employees can focus on their customer meetings

- Priming the 3D models using Mechdyne's getReal3D for Unity and Conduit software applications in advance of a customer visit

- Supporting L'Oréal's personnel, including event planners, program coordinators, presenters, and translators

- Performing all maintenance work

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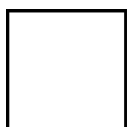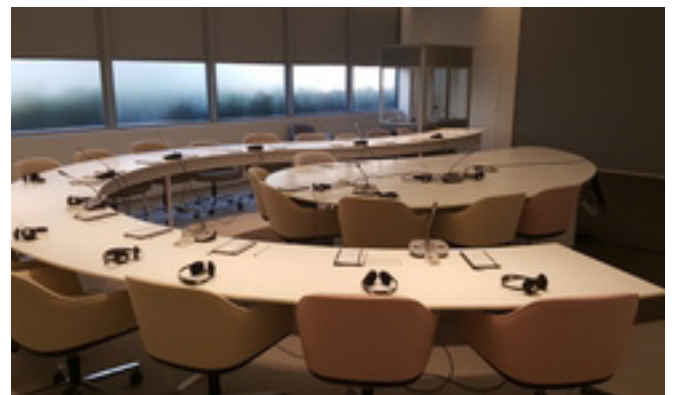
Immersive Technology Reveals Success

The Beauty Lab's utilization clearly shows its success in creating memorable, personalized experiences. Since installation, the Beauty Lab has hosted over 4,000 customers from 90 countries. Averaging an 80 percent utilization rate, L'Oréal uses the Beauty Lab three to five days a week, from a half-day to a full-day event at a time. Although the technology creates a "wow" factor for clients, L'Oréal's success stems from the overall collaborative experience capable within the Beauty Lab.

About Mechdyne

Mechdyne is one of the world's leading providers of innovative visual information technologies. Mechdyne bends technology to our will in ways that transform complex data into insights and ideas. To ensure our clients succeed, Mechdyne provides comprehensive, customized solutions that include consulting, software, technical services, and hardware integration.

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