

How Paula's
Choice Skincare
improved their
emails with
customer
feedback and
realised up to
29% sales
increase

Paula's Choice Skincare is centred around 'helping you find the absolute best products for your skin'. A very personalized approach. Yet their email marketing strategy was not equipped to be as personal. They wanted to see if the email channel could be more than a sales channel and whether they could use it to build better relationships with customers. Once they used the email feedback tool, their hypothesis was confirmed that pushing only flat promotions resulted in more complaints and a negative sentiment. With a better balance between content and promotion, the sentiment and feedback improved significantly.

Optimizations based on customer feedback has increased the email satisfaction scores up to 400%, Improved the click rate with as much as 44%, and some events have seen a 29% sales uplift.

Continue reading about their integrated approach and the steps they took to realize these tremendous successes through email feedback.

The email marketing and customer care team found a common ground

The company decided early on that they wanted to work with CloseAlert in their quest for a deeper understanding about their email subscribers' needs.

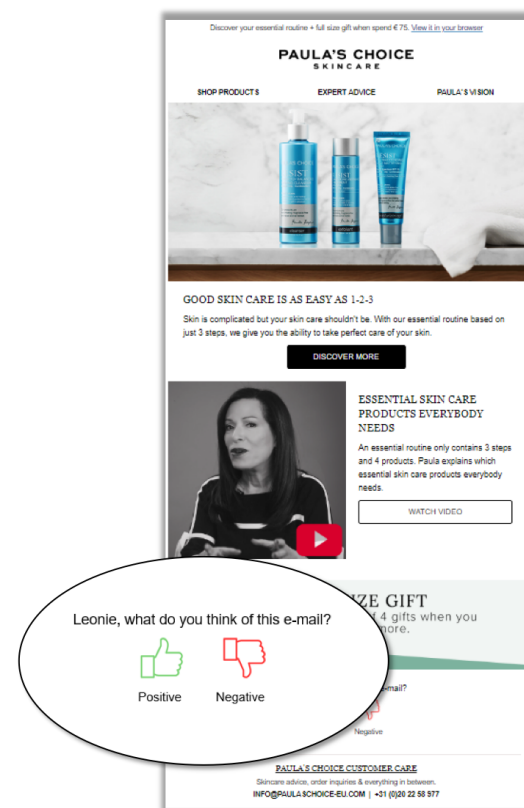
The email marketing and customer care team partnered in order to gain traction on the idea; how could email feedback benefit the grand objective (the purchase of the right product, just for you) yet at the same time support the departmental objectives (increase the conversion rate and measure customer satisfaction over the consultation conversations). This partnership proved to be a recipe for success.

A very successful implementation process

At the start, the standard question 'What do you think of this email?' was added to every regular email and customer care reply. This gave Paula's Choice a grasp on the baseline satisfaction from which to improve. Simultaneously they completed an analysis of the entire email and content strategy. This resulted in a thorough understanding of asking the right question at the right

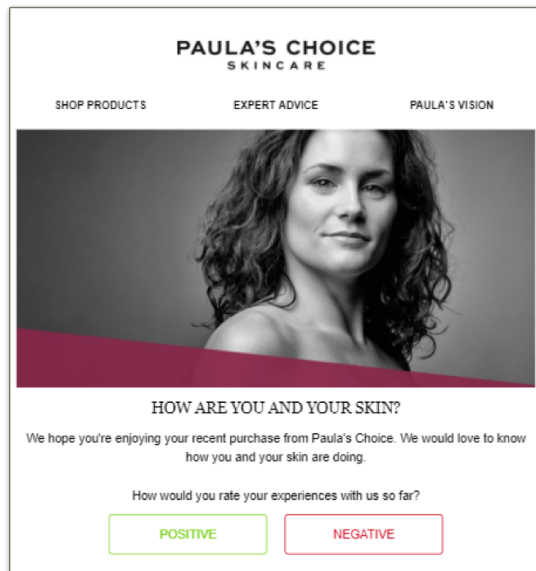
touchpoint and provided a comprehensive implementation roadmap.

The teams divided this roadmap into parts which they discussed and completed during bi-weekly sprint cycles. One by one the feedback widgets with more relevant and specific questions were added to the automated email flows.



Creating customer dialogue through follow up

First, the mailings transformed from having the offer in the spotlight to having skin care content in the spotlight. Through the feedback widget they asked pro-actively about the customer experience rather than asking about purchase intention.



Thanks to the email feedback, the teams had two revelations;

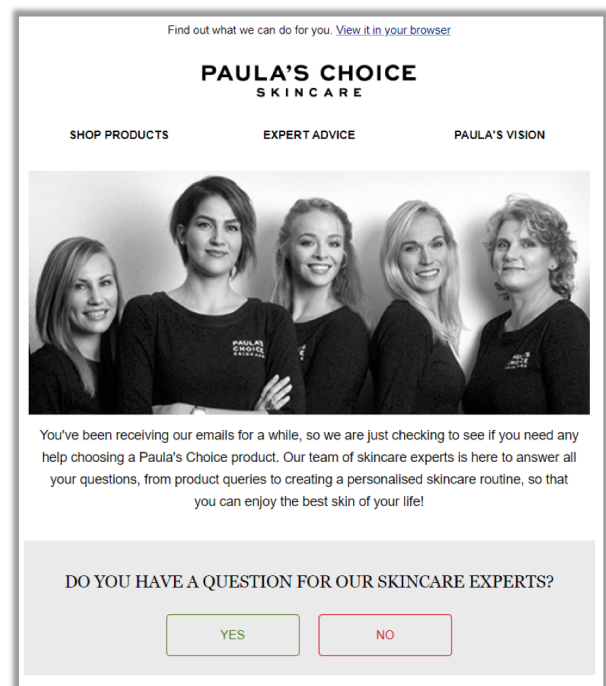
- Changing to an informative commercial content blend increased the click rate and satisfaction score
- Direct follow-up via the customer care team leads to faster and higher lead conversion rates

The email marketing and customer care team clearly defined their expectations and the processes from the start. All negative responses are followed up on by customer care via an email, inviting them to speak about their experience. This approach has worked extremely well as it makes customers feel appreciated and heard. A negative experience is converted to a positive experience with the brand, which increases the loyalty and retention chances.

An enabler to solve problems from the core

Proactively following up with your customers on their feedback yields yet another benefit. At Paula's Choice it has sparked the customer dialogue. So, this increases the purchase intention, but it does more than that!

These conversations yield an abundance of information about the customer's journey of picking and choosing the right skincare product. The website offers a world of different products making it difficult to find the perfect match, especially for customers who are new to the brand. Combining customer care and email feedback enables Paula's Choice to define their customer types (personas), associate each type with their particular journey, and improve that journey.



Other departments are catching on

Adding email feedback to the mix has provided Paula's Choice valuable and crucial insights into their customers' experiences. Because of their continued focus on the analysis and optimizations, the email satisfaction score has increased across regions.

Customer care is guiding more and more customers to a well-informed purchase decision, leading to increased sales and a high CSAT.

Apart from the increase in actual numbers, another remarkable shift has been noted. The email marketing team started sharing the most striking comments from the feedback tool periodically via a print-out in the canteen. Gradually more and more email feedback is fed back into the organization by adding it to the campaign evaluations and sales analysis. It is making the entire organization hungry for more, leading to a customer centric organization inside and out.

the cherry on the cake as it allows you to delight your customers whilst guiding them in their journey towards their next purchase.

Want to learn more?

Please contact yori@closealert.com or ring +31 (0) 20 26 118 62 to request a demo.

“Customers are the only ones who can tell you what it’s like to be your customer. This makes a feedback tool a very powerful and valuable addition to our toolkit.” - Leonie Jonker, retention manager at Paula’s Choice

To conclude

Improving your customer’s experience starts with listening and proactively asking for feedback. Partnering with the customer care team is a successful approach. Our advice; team up right from the start, be sure to align your objectives, and clearly define what’s within your combined capabilities.

Take some time to think through your strategy and analyze the touchpoints and journeys. Set yourself up for success by breaking this strategy into small, achievable chunks. Asking a relevant question will yield a high response and actionable insights. This analysis will also make sure your expectations are clear from the very start.

It is indeed achievable to build a lasting relationship with your customers through your email channel. Creating a dialogue is