

Client Experience

Jean Claude Biguine India

Paris' Jean Claude Biguine fashions an unique IT

The Business

Profile: Exquisite fashions from one of the best beauticians in the world

Product range: Salon services treating each customer differently

Operations: Five exquisite salons in Mumbai & one in Bangalore. Planning rapid expansion

Situation

Business issues

- **Client exclusivity:** Belief in client exclusivity "Each customer deserves treatment unique to her"

IT roots

- IT has two parts (other than administration):
 - The simulators that would fancy different styles on the client
 - The analyzers that would keep updating profiles of the client, as they keep on visiting

The IT as a Service way

Personalized Treatment Through Analytics

Despite the simplicity in IT scope, Jean Claude Biguine had a sophisticated approach wherein for every client they used simulators to show different styling options that would look good on her. Our role, however, was in the other part of this exclusive treatment.

Jean Claude Biguine would keep a profile of their clients, including history of beauticians engaged and frequency of client visits.

Our Wellness and CRM solutions helped Jean Claude Biguine in performing complex analytics for a very personalized treatment. It also enabled the clients to get allotted to their preferred stylist. And this is just a glimpse of how they used our IT as a Service.

To summarize

- Exclusive and personalized treatment
- IT was a part of the differentiation
- Wellness and CRM used for sophisticated analytics on clients

Relevant part of the software

Wellness solution

- Appointment booking
- Treatment management
- Inventory management
- Point of Sales (PoS)

CRM

Business Analytics

Bottom line: Need supporting IT solution for highly personalized service.



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