

# Single-view real-time workshift and event scheduler proves critical for 800 L'Oréal retail employees



L'ORÉAL

Interactive TerraLink solution provides online visibility and quick coordination capabilities

## Challenge

L'Oréal has more than 800 consultants and sales representatives (animators) in its three leading divisions. The department coordinators were generating schedules with information about work shifts in MS Excel.

This was extremely inconvenient because a lot of time was spent on agreeing the schedules and reconciling them. Due to the large number of consultants in various departments and the frequent changes, it was almost impossible to obtain complete and reliable information on the summary charts.

Employees in departments work with different schedules, get information from different sources, work in different territories, and present different products. Along the way, they have to pass various training sessions, which are scheduled at different times by different trainers.

Subdivisions of Luxe, Active Cosmetics and Consumer Products wanted to create a single working system in which all data about consultants, their work and training schedules could be stored. They wanted to be able to build the schedule online a month in advance and automatically send the consultants this information by email.

## Solution

TerraLink proposed a system for automatic scheduling and time tracking on the Microsoft SharePoint 2013 platform, which we identified as the most innovative and functional platform for implementing these requirements. Supporting this proposed approach was our successful experience of implementing several projects for other departments on the MS SharePoint platform.

The scheduling system needed to manage three key aspects:

- Shift schedules and time tracking
- Assignments by the retail outlets
- Training schedules

## About

L'ORÉAL

L'Oréal S.A. is a French personal care company headquartered in Clichy, Hauts-de-Seine with a registered office in Paris.

L'Oréal is the world's largest cosmetics company and has developed activities in the field concentrating on hair colour, skin care, sun protection, make-up, perfume, and hair care.

L'Oréal got its start in the hair-color business, but the company soon branched out into other cleansing and beauty products. L'Oréal currently markets over 500 brands and thousands of individual products in all sectors of the beauty business: hair color, permanents, hair styling, body and skincare, cleansers, makeup, and fragrance.

The company's products are found in a wide variety of distribution channels, from hair salons and perfumeries to hyper- and supermarkets, health/beauty outlets, pharmacies and direct mail.

# System advantages and project results

## System objectives

- Creation of individual work schedules
- Management of the workload across the retail outlets
- Accounting for planned and actual consultants' workloads
- Obtaining up-to-date information about the assignments of outlets and employees
- Timely updates to consultants about changes in work schedules (sent by e-mail)
- Creation of reports for submission to subcontractors (in retail chains)

## System advantages

- Visibility of information displayed through the use of different colors
- Interactivity – being able to make changes and receive confirmations / approvals online
- Quick coordination of work schedules to avoid scheduling conflicts in the event of changes and the addition of new events

## Project results

The solution was implemented in three divisions:

- Consumer Products, which works with the brands L'Oréal Paris, Maybelline NY, Garnier and Essie
  - Active Cosmetics, which represents the brands Vichy, La Roche-Posay and SkinCeuticals
  - L'Oréal Luxe, which includes the brands Lancôme, Giorgio Armani, Yves Saint Laurent, Biotherm, Helena Rubinstein, Clarisonic, Kiehl's, Urban Decay, Cacharel, Viktor & Rolf, and Maison Margiela
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- Accurate accounting of working hours, ensuring the validity of all labor calculations
  - Staffing of retail outlets – online information on the availability of the required number of consultants at the outlet
  - Rapid availability and distribution of various reports for management, system users and subcontractors

## About TerraLink

For more than 25 years, we have helped organizations around the world implement enterprise IT solutions focused on stability, scalability and innovation. We've completed more than 150 major ECM projects in eleven countries across three continents, giving us an international perspective and enabling us to quickly determine the optimal solution to fit your circumstances.

- More than 200,000 users benefit from TerraLink ECM solutions
- A team of 200+ skilled professionals are ready to implement your solution
- The average TerraLink team member has 12 years' experience
- TerraLink has been an OpenText Gold partner since 2009

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