

Clarins Replicates In-store Experience for Online Shopping with TurnTo

CHALLENGE

Clarins, a leading luxury skin care company, was wrestling with two challenges; one philosophical and one practical.

First, Clarins was looking for ways to continue founder Jacques Courtin-Clarins' philosophy of "develop a dialog with women" in the digital context. Back in the 1950's, Jacques executed this philosophy by inserting product questionnaires into every product sold (avant-garde for the time). Online, the team felt there was an opportunity to go much further.

Second, Clarins was trying to figure out how to provide as much product information to online shoppers as a sales associate could provide to shoppers in a store. Although the online product descriptions contain a lot of information, when a visitor to their ecommerce site needed more, there was no way to deliver it that was as friendly and interactive as the in-store experience.

Clarins realized that the solution to both these challenges lay in enabling dialog. "We wanted a way to not only provide our shoppers with the specific information they were seeking, but also engage them with our existing community of customers," says Han Wen, VP of Digital & E-Commerce Americas for Clarins.

SOLUTION

Social Q&A from TurnTo provides Clarins with a way to deliver fast answers to their shopper questions as well as promote conversation within their community so that they can gain new insights.

To help get the personalized in-store experience online, the Q&A function replicates the experience of a shopper walking into a store and asking a fellow shopper or brand consultant, "Do you like this?" or "Will this work for my dry skin?" By providing this functionality on their site, Clarins enables shoppers to find answers to their specific questions from past customers who bought the product, and at the same time, Clarins staff members have the ability to engage directly with shoppers by answering their questions.

"Social Q&A from TurnTo gets honest and legitimate answers to very specific questions from our shoppers, so the information is extremely relevant," comments Han.

In addition to the questions that shoppers ask during the shopping process, Clarins also asks a question – but at checkout. With TurnTo's Checkout Chatter, Clarins shoppers are asked 'Why did you choose this?' By asking this simple question, Clarins is able to collect short, positive sentiments from customers, which means more user-generated content for their site that is indexable for search engines, and more insights for the brand.



CLARINS Free Standard Shipping on any

WHAT'S NEW FACE BODY MAKE-UP SUN MEN GIFTS & SETS

HOME > FACE > MOISTURIZERS > NIGHT > BLUE ORCHID FACE TREATMENT OIL

Blue Orchid Face Treatment Oil

100% Pure Plant Extracts

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 [55 ANSWERS](#)

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Skin type: Normal
 Texture: Oil

Anti-aging treatment oil softens and hydrates dry skin types. Patchouli and Blue Orchid extracts tones, revitalizes and restores radiance to moisture-depleted skin. Hazelnut Oil helps prevent moisture loss and the formation of fine lines. Non-staining. Preservative-free.

> HOW TO APPLY

- A NANCY T:** ABSOL

Reply to NANCY
- A Fan Z:** I have use

moisture a lot, bu

Mar 23, 2013

Reply to Fan

A Marjorie F: This is extremely good for dry skin. I find that I must, however, use a tissue to remove the excess after leaving it on the

RESULTS

TurnTo's Social Q&A is providing the Clarins shoppers with the individualized answers they seek: 96% of shoppers who ask a social question about a popular item get an answer from another Clarins customer (a social answer). All that content is great for SEO. It also enables future shoppers with the same question to find answers instantly. Every aspect of the cycle drives increased revenue:

- Shoppers who read existing Q&A convert three times as often as those who don't
- Past customers who come back to the site to answer shopper questions are twice as likely to make a repeat purchase
- Clarins gets six pieces of user-generated content for every 100 items sold; great for their SEO
- On average, social questions receive four answers from past customers, leading the asker back to the site to complete their purchase.

Further, Checkout Chatter adds to the amount of indexable content and also serves as internal intelligence gathering (what drove this purchase?) by Clarins. Han says, "Checkout Chatter is brilliant. It's like a post-purchase survey, only better." Clarins even sends the relevant user-generated content they collect with TurnTo to their labs in France for product improvement.

By facilitating a true digital dialog within their community, Clarins strongly believes that TurnTo has moved Jacques Courtin-Clarins' philosophy into the 21st century.

CLARINS

"Checkout Chatter is brilliant."

Q ClarinsUSA.com Store asked: Why did you choose this?

Show all **360** answers Hide all answers

A **Anne-Marie I:** Well, this product is just known to do wonders no matter what you read and where you read. Again, Dr. on your website over 40 recommended it as daily routine. Nov 12, 2013

A **Jessie Y:** its very hydrating Nov 12, 2013

A **Elyse L:** need night help saw add on TV Nov 11, 2013

A **Renata S:** I applied a sample last night and it felt like the nicest treat for my face. Never before a serum felt this good. I had to buy it. Nov 11, 2013

A **Ann Chris B:** My favorite of all products. Nov 11, 2013

A **marci c:** Like the results of the double serum Nov 11, 2013

A **Edward S:** Wife saw TV ad and stated that she would like for Christmas. Nov 10, 2013

A **JING F:** I heard this is very good want to have a try Nov 9, 2013

A **Carrie M:** Give it a try Nov 8, 2013

To learn more about how you can achieve results like this call us at [800.491.7876](tel:800.491.7876) or email us at contact@turnto.com.

About TurnTo:

TurnTo provides the leading Social Q&A system for online merchants and brands, enabling shoppers to get advice directly from stores' real customers (as well as staff and brand reps). By enabling authentic dialog between shoppers and customers right on the product pages, TurnTo increases conversion rates, generates fresh content for SEO, builds customer loyalty, and reduces call center load. The TurnTo Social Q&A Platform is a white-labeled SaaS product that can be integrated in as little as a day. Top online sellers including Brown Shoe (Shoes.com), L'Oreal USA, the Vitamin Shoppe, and Lenovo, have chosen TurnTo to convert visitors into buyers. More information about TurnTo is available at www.turntonetworks.com.

