CHATA.AI

Revolutionizing Beauty Insights

Empowering a Beauty Brand's CRM Managers With NLP Self-Service Analytics

TODAY

- CRM managers in the beauty brand often face delays in obtaining necessary data from the Paris team due to an extensive backlog of requests.

CHALLENGE

- Limited real-time data and overstretched data teams lead to missed opportunities and inefficiencies.

ECONOMIC VALUE

- 20% Average order value increase
- 15% Revenue per email increase
- 3% Loyalty registration rates increase

*Incremental

SOLUTION

- Introduce a self-service data tool for CRM managers to enable real-time analysis of customer journey trends and market changes. As a result, they can deliver personalized customer experiences more effectively by providing the right message, on the right channel, at the right time.

QUERY EXAMPLES

- Customers who have purchased from our platinum line, who have an annual order value above $800, and who have bought a personalized gift
- All customers in Paris with annual purchases greater than $2000 and who have cosmetics products saved in their shopping carts within the last 24 hours

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