



HARPERCOLLINS
LEADERSHIP



Elevating the Customer Experience



SEPHORA'S APPROACH TO BUILDING
A FOUNDATION OF LOYALTY

A *SINGULAR* STRATEGY DIDN'T CREATE SEPHORA'S SUCCESS.

Ultimately, it was their customers.

Sephora found success within their customers by anticipating their deepest needs, desires, and hopes.

Sephora recognized from the beginning the increasing importance of differentiation, innovation, and building customer loyalty—and they continue to explore new ways of serving their customers.

Below is a brief outline of the Pillars of Success that led to Sephora's intense customer loyalty.



**“We aim to be the best-loved and
most-admired beauty
community in the world.”**

Christopher De Lapuente
CEO of Sephora

PILLARS OF SUCCESS

1 Position Yourself As The Expert

Sephora has the benefit of utilizing its exclusive, high-quality brands. What sets them apart is their strength in positioning themselves as a beauty expert, which is highlighted by not only the services they provide but by the people they hire. Sephora has invested heavily in its training of advisors, store managers, and general employees to ensure their customers have a positive experience.

2 Provide Visibility

Sephora, as a store, is automatically recognizable by its branding, and by its interactive displays for customers to be able to experience their products. However, Sephora's visibility goes beyond the physical. They've successfully bought into digital and social media, as well as other marketing avenues (billboards, press, radio, TV, email and direct mail) as a way to appeal to their customers beyond their stores.

3 Reward Loyalty

Sephora is well known for its loyalty card, and it is revered as a "key component of a close relationship with its customers." In the US alone, Sephora has over 10 million cardholders. Its effectiveness lies in its ability to know what appeals to their customers honestly. Rather than relying on coupons and discounts, which in Sephora's eyes, might discount their quality, they reward members with exclusive access to products, events, its Beauty Studio, and early access to new products. Reward members, known as "Beauty Insiders," are given the experience of having custom rewards that match their wants, needs, and desires.

