

Lifes2good Uses Clicktools to Deliver Exceptional Customer Experience



Over the past several years, Lifes2good has become a shining example of how to master the complexities of customer experience in a customer-centric world. A leader in the global nutraceutical business and the manufacturer of the Viviscal range of hair growth products, Lifes2good interacts with customers across numerous geographies and channels, including web, social media, telephone, and various third parties, consistently delivering an experience that keeps customers coming back for more. The business continues to grow with sales and product lines expanding at impressive rates.

Known for featuring ardent fans and spokespeople like Miley Cyrus and Gwyneth Paltrow, the company is truly in the limelight. In the US, Viviscal is available in more than 20,000 stores, ranked as a best seller by retail giants CVS and Rite Aid. Walgreens reports it as their number two best-seller in hair and Amazon ranks it third among 588,000 beauty products. Another brand marketed by Lifes2good, Emjoi MICRO Pedi, has also created mass demand, selling at a rate of three per minute in Europe.

So, how has this Ireland-based company, which launched in US markets in 2006, managed to achieve such strong global sales volumes? One sure reason is their exceptional success in building a 360-degree view of customer interactions and information. They achieved this through careful strategic planning and then by integrating Salesforce, Clicktools, call centers, and marketing automation.

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GARETH ROGAN
CTO, Lifes2good

ABOUT LIFES2GOOD:

Established in 1997, Lifes2good is a rapidly expanding, global Nutraceutical business, marketing and distributing a portfolio of category-leading, exclusive and clinically proven brands across Europe, the Americas, the Middle East and Asia. The company's flagship brand, Viviscal, holds numerous awards and is globally recognized as the leading hair-growth supplement.

CHALLENGES

- Replace standalone survey with integrated solution.
- Create 360-degree view of customer info and interactions.
- Better understand customer needs for more targeted marketing.
- Simplify how customers give and receive information across channels.

SOLUTION

- Implemented Clicktools integrated with Salesforce.
- Enhanced customer profiles with improved online analysis form.
- Improved online buying process with dynamic Clicktools form.
- Streamlined customer journeys to improve overall experience.

According to CTO, Gareth Rogan, “Our main reason for choosing Clicktools was its integration with Salesforce. We replaced a standalone survey solution in order to integrate all customer feedback and data into a single ecosystem. Lifes2good wouldn’t succeed by operating in silos. We had to sit down and really think. We first mapped out the customer journeys and then engineered the systems to support them.”

Now, all of Lifes2good’s integrated customer data allows them to nurture buyers through a complex sales cycle. Because Viviscal takes a number of months to take effect, the company needs to keep customers engaged to earn their commitment and loyalty. Guiding them through the process with emails and other information is critical to both the customer and the company’s success.

Leveraging Clicktools to Enhance Customer Profiles

One of Lifes2good’s initial Clicktools projects was replacing an existing online hair loss analysis form. With the help of Clicktools Professional Services, they developed a custom form that included conditional questions, a customized look and feel, and the ability to jump back and forth in the form using a step-by-step header bar.

The data gathered with this form enabled the company to target marketing messages to particular customer types. Using insights gained in this

Clicktools form, they could speak directly to customer concerns and build marketing channels according to that.

In another project, Clicktools provided Lifes2Good a custom form to capture customer orders. The solution automatically calculates and displays the product line and running cost total without the customer even needing to click a button. Using JavaScript and unique CSS identifiers, this form allows Lifes2Good to add, edit, and remove as many product lines as needed without ever compromising the functionality of the form. It also makes the buying experience easy and efficient for customers.

Lifes2Good even leverages Clicktools to present eLearning courses for professional products sold to salons and doctors, who can become certified on the product. Using training videos on a Clicktools form, they can capture who’s taking which courses and increase their ability to successfully market and sell to them.

“With Clicktools, we can capture and respond to customer information in very sophisticated ways,” said Rogan. “Our customers experience a dedicated journey, as we guide them along via personalized emails, targeted messaging, and intelligent upsells. They expect us to know why they use our products -- and we do! This keeps them extremely satisfied and loyal.”

ABOUT CLICKTOOLS

Since 2001, Clicktools has developed cloud applications that integrate with CRM to help businesses better understand and serve their customers. Hundreds of companies rely on Clicktools’ flagship offering, Clicktools, the premium survey software for business, to integrate customer feedback in CRM. Syncfrog, Clicktools’ low-cost, intelligent data loader, empowers non-technical users to centralize data from multiple cloud applications. The company is headquartered in Poole, England, UK with US offices in Phoenix, Arizona. Clicktools is owned by Callidus Software Inc. (NASDAQ: CALD), which operates as CallidusCloud®, the leading provider of sales and marketing effectiveness software.

Contact us today
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US: 1-800-774-4065 | UK: 0800 0432587
sales@clicktools.com | www.clicktools.com

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