

L'ORÉAL
PROFESSIONNEL
PARIS



L'Oréal Professionnel transitions its training for sales representatives to the digital format

L'Oréal Professionnel is the world's greatest cosmetic company, based in Paris. It engages in the field of cosmetics, specialising in hair colour, skin-care or make-up. L'Oréal operates in 150 countries, marketing 36 brands and thousands of products, with more than 86,000 employees.



Challenges

The L'Oréal Professionnel team wanted to move its training to the online format without foregoing quality and the personal touch with its sales reps.



Solutions

Deploy the live producer to create high-quality live video on their own and the streaming player to give viewers a great viewing experience.



Benefits

It has increased the generation of content with a greater impact capacity and more professional production values.

Challenges faced

The organisation had to contend with the challenge of continuing to train its sales representatives in a Covid scenario in which traditional attendance-based training did not allow it to maintain closeness in its processes, professionalism and quality:

- 1- Improve the **quality of the contents** of its L'Oréal Access platform which was not being used intensively in terms of streaming.
- 2- Increase the resources available to its team of sales representatives and **improve the team's knowledge** of the entire product line.
- 3- Reinforce **brand image** through graphic elements, logotypes, multimedia file resources and also increase brand awareness and positioning.
- 4- Achieve a professional result with a user-friendly tool that can be **managed by L'Oréal's own team** without incurring in high production costs.
- 5- To be able to cater to its specific training requirements, such as showing close-ups, moving hands, hairstyling and instruments which other tools could not do.



Solutions driven by Watchity

After the Digital Content Management Team contacted Watchity, one of our video experts held some meetings with them to gauge their needs and develop their previous experiences further. This allowed us to subsequently define the best approach for the deployment of our platform, which included:

- 1-** The **Event Manager**, to schedule and promote all the different training sessions, including user registration.
- 2-** The **Live Producer** allowing them to create high-quality live video on their own. It enabled them to combine Full HD multicameras from their offices for speakers and trainers, pre-recorded videos and graphic overlays, general views with mobiles, high-res close-ups to zoom into details, chyrons, etc.
- 3-** The **Embeddable Player** for their L'Oréal Access platform, with **viewing controls to play/pause** the live streaming session and watch it again from the beginning, featuring automated recording and immediate on-demand availability, with login forms and an integrated chat to enable attendees to ask or submit questions.
- 4-** The **Fast Clipper** to generate video clips from live events already broadcast in order to create publishable content on the social media (YouTube, Facebook, Instagram, etc.).

“ Creating rich professional video content has allowed us to improve engagement with our commercial network. ”

ÁNGEL GIL

L'Oréal, Spain Logistics Manager



Benefits obtained

The organisation had the opportunity to transform its face-to-face training into a digital format to continue to reach its entire distribution network. It also sought to maintain its brand image while offering HQ content.

- 1-** The team can now reach a greater number of sales representatives in a single session while also increasing the possibility of impacting the entire network.
- 2-** They can generate multimedia content that is available at all times in order to reinforce brand image and improve quality across its entire sales team.
- 3-** They have generated professional-quality content with affordable resources and without specific training, delivering an added value that allows them to have material for future employees without repeating sessions thanks to the VOD.
- 4-** Viewers have now a more convenient way of receiving up-to date information and training, doing away with the need to travel to the head offices or to the physical event. The frequency of the sessions helps employees to be constantly aware of the key information they need to do their job.
- 5-** The organization has cut costs in external production services and has saved money in travelling for trainers, speakers and managers.



711k
attendees



103k
likes



309k
reactions