

Louis Vuitton- A Success Story

fashion house and luxury retail

COMPANY OVERVIEW

is a French fashion house and luxury retail company founded in 1854 by Louis Vuitton. The label's LV monogram appears on most of its products, ranging from luxury trunks and leather goods to ready-to-wear, shoes, watches, jewelry, accessories, sunglasses and books. Louis Vuitton is one of the world's leading international fashion houses; it sells its products through standalone boutiques, lease departments in high-end department stores, and through the e-commerce section of its website, For six consecutive years (2006–2012), Louis Vuitton was named the world's most valuable luxury brand

COMPANY PROFILE

LOCATION	Paris, France
EMPLOYEES	30,000
INDUSTRY	fashion house and luxury retail
COMPETITOR	Luxury brands in apparel fashion (Gucci,...)
SOLUTION(S)	Sales Cloud, Service Cloud, Chatter, Community. Force.com
GO LIVE DATE:	1/07/2018



CHALLENGE

- improve the outreach capability of the brand towards different clients segmentations
- Provide an advanced monitoring capability over the brand's prospective customers and their behavior in order to grasp the full impact of digitization on customers' acquisition
- Meet the Luxury store's high expectations from its VIP customers in terms of outstanding quality of service, level of engagement, products adaptation to personal needs
-

SOLUTION

- Customer Care Experience for the Luxury business: a native app solution for Clienteling

RESULTS

- Via the app, the sales staff at the stores can easily and effectively manage and organize their daily tasks around shared business objectives, including datamining around the customers, sales targets and agenda

More Detailed Info and Quantitative Results

[Color Commentary and Notes About Details of Deal or Implementation]

NOTES

Empty space for notes.

QUANTITATIVE RESULTS IF AVAILABLE

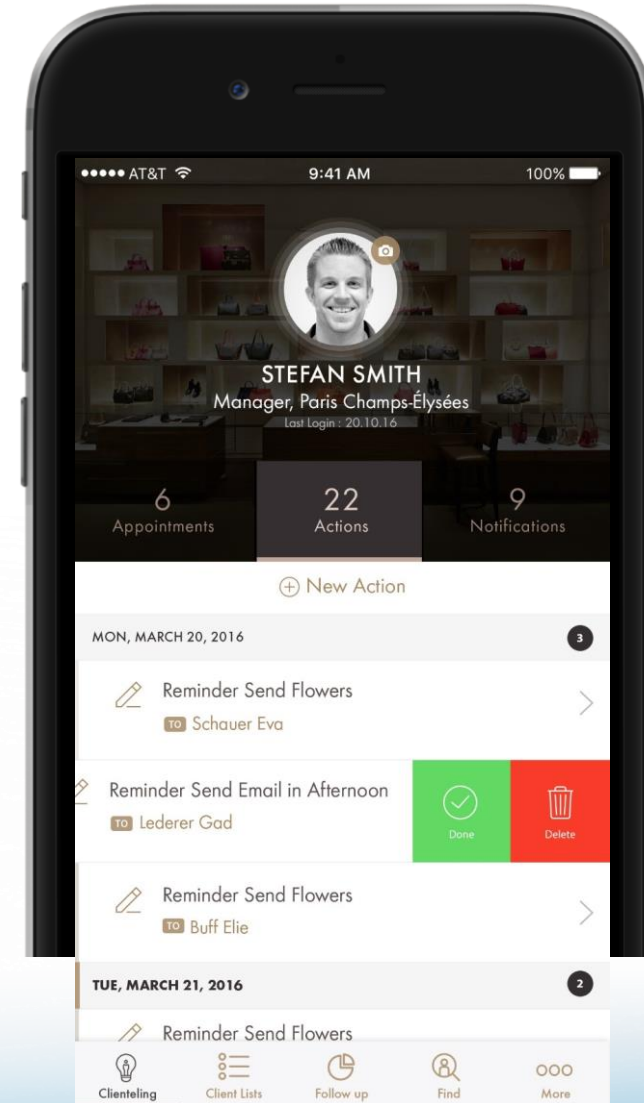
Empty space for quantitative results.

Solution Detail

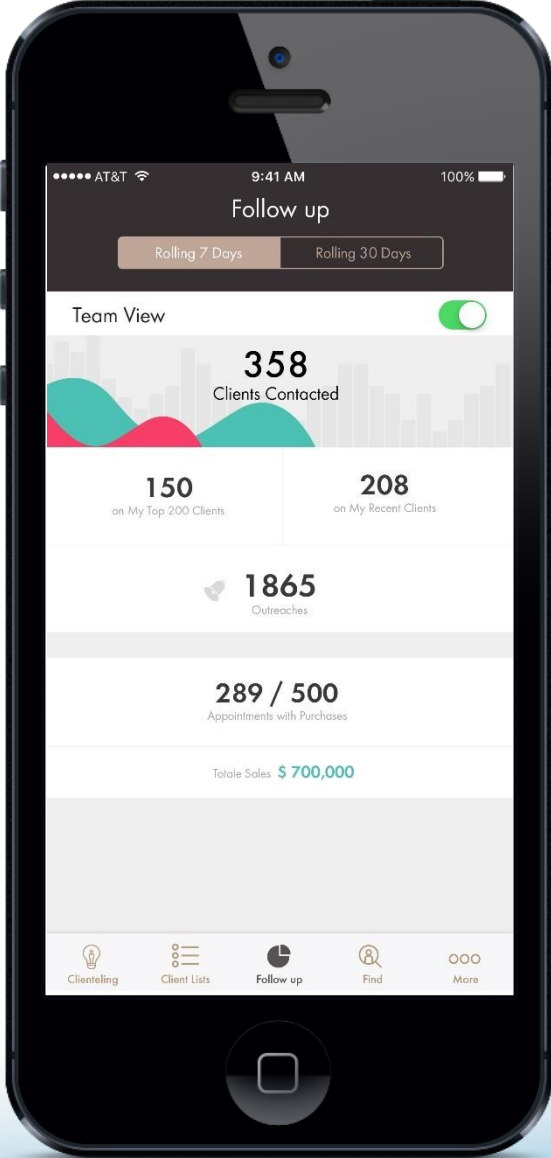
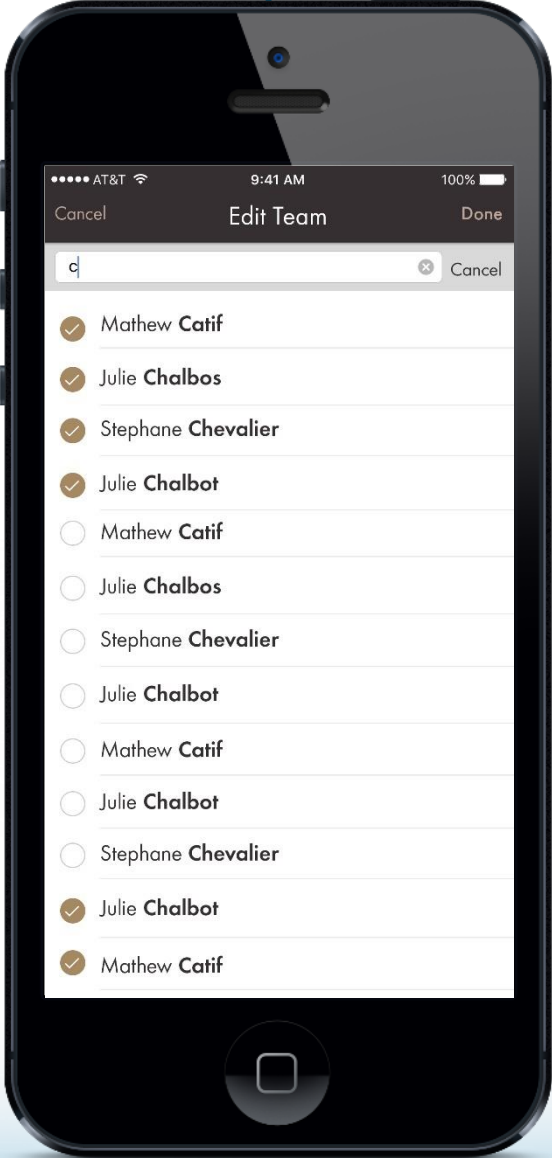
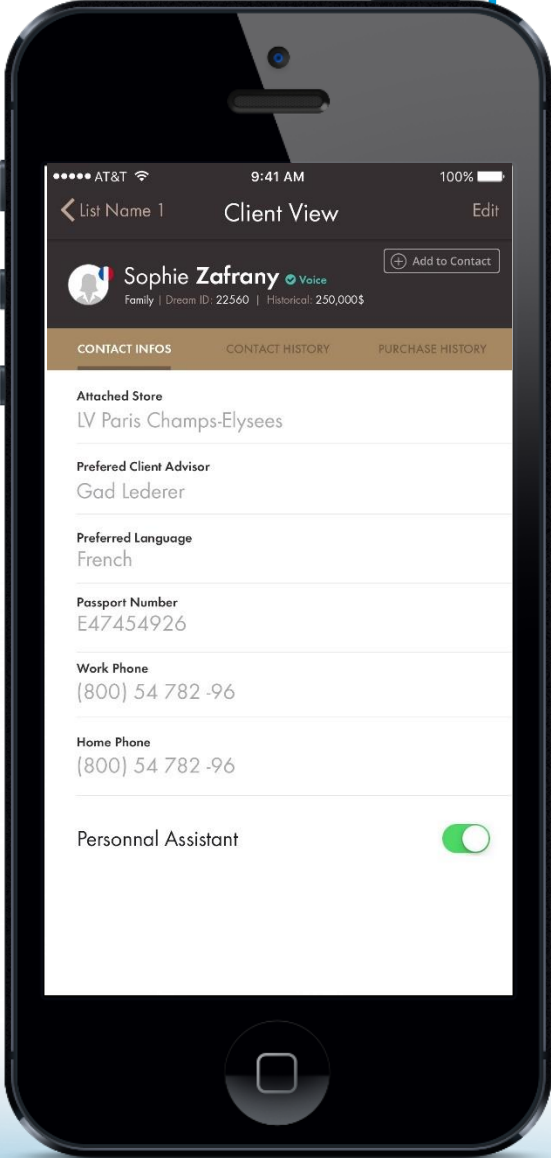
MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	<i>Different out of Salesforce specialized solutions</i>
Previous technology replaced by Salesforce:	<i>None – solution is new in the company</i>
Salesforce products deployed:	<i>Sales Cloud, Community, Salesforce Platform</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2C</i>
Salesforce Product features:	<i>Sales processes, Chatter</i>
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	
Integrations:	<i>To Mobile app via Mobile SDK</i>
AppExchange Apps/Partners	
Solution 'Go Live' date:	<i>3/2018 and ongoing upgrades since</i>

Screenshots of app (if available)



Screenshots of app (if available)



Sharing Guidelines

These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.

We will not contact the customer without reaching out to you first.

SHARING USE CASE/SCENARIO:

Can Salesforce AEs share this story and overview slide in sales settings?	Y, as far as we can assess
Can Salesforce AEs mention the customer name in sales settings?	Y
Is this customer willing to act as a reference customer for prospects?	Y
Would the customer be willing to speak at Dreamforce or other events?	Y, as far as we can assess

PARTNER INFORMATION

Name of reference approver:	Yaniv partock, balink
Title of reference approver:	CEO
Email of reference approver:	yanivp@balink.net