

客户案例分享



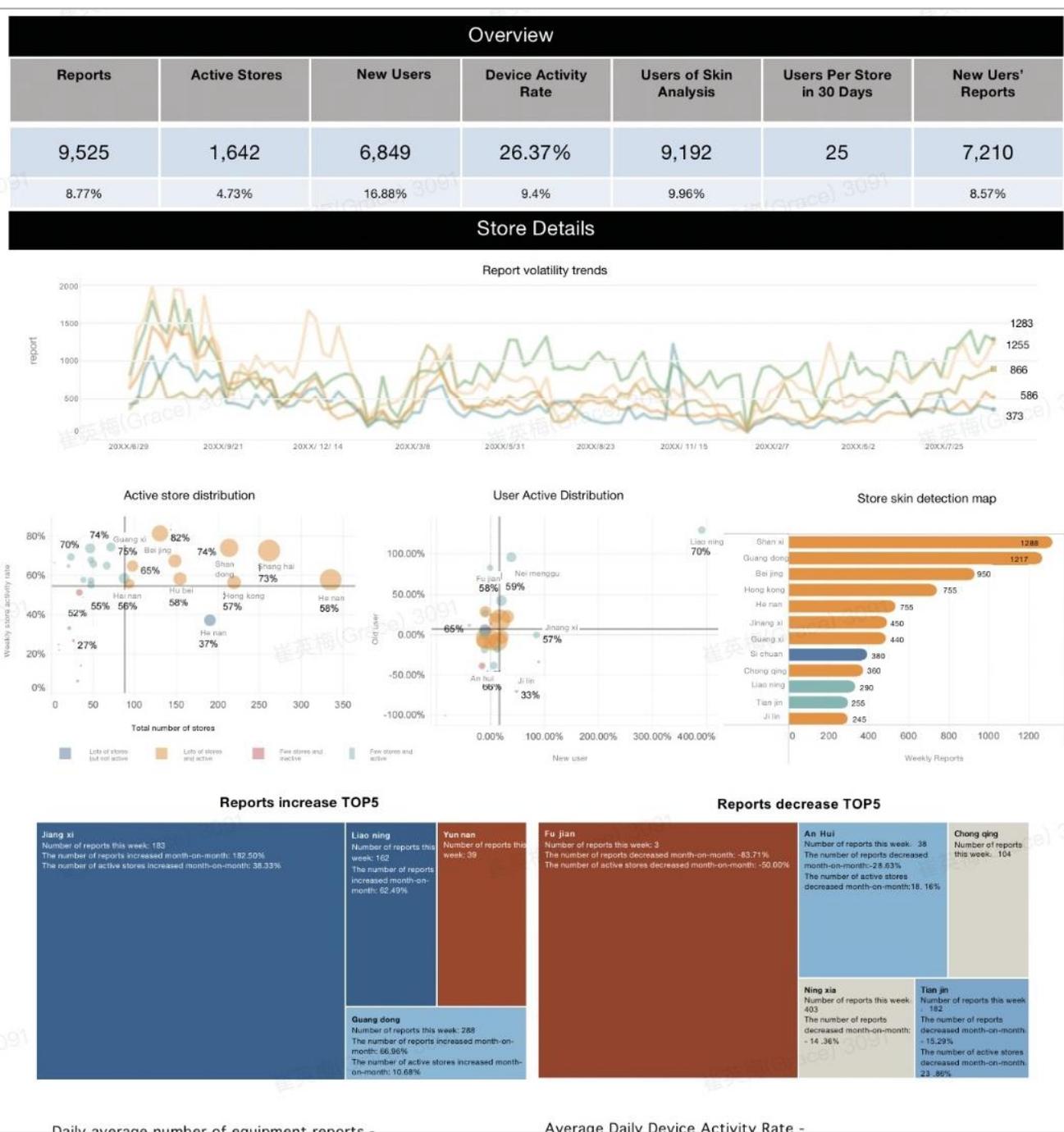
透过数据挖掘与智能分析， 管理4000+门店

樊文花

专注面部护理30年

With data mining and analysis, FWH HQ able to track the service of regine / branch office / store

Overview						
Number of reports	Number of active stores	Number of new users	Device activity rate	Users of Skin Analysis	Number of users per store in 30 days	Number of new user reports
Store details						
Report volatility trends	Active store distribution	User Active Distribution	Store skin detection map	Reports increase top5/reports decrease top5	Average daily device reports	Average daily device activity



Daily average number of equipment reports -

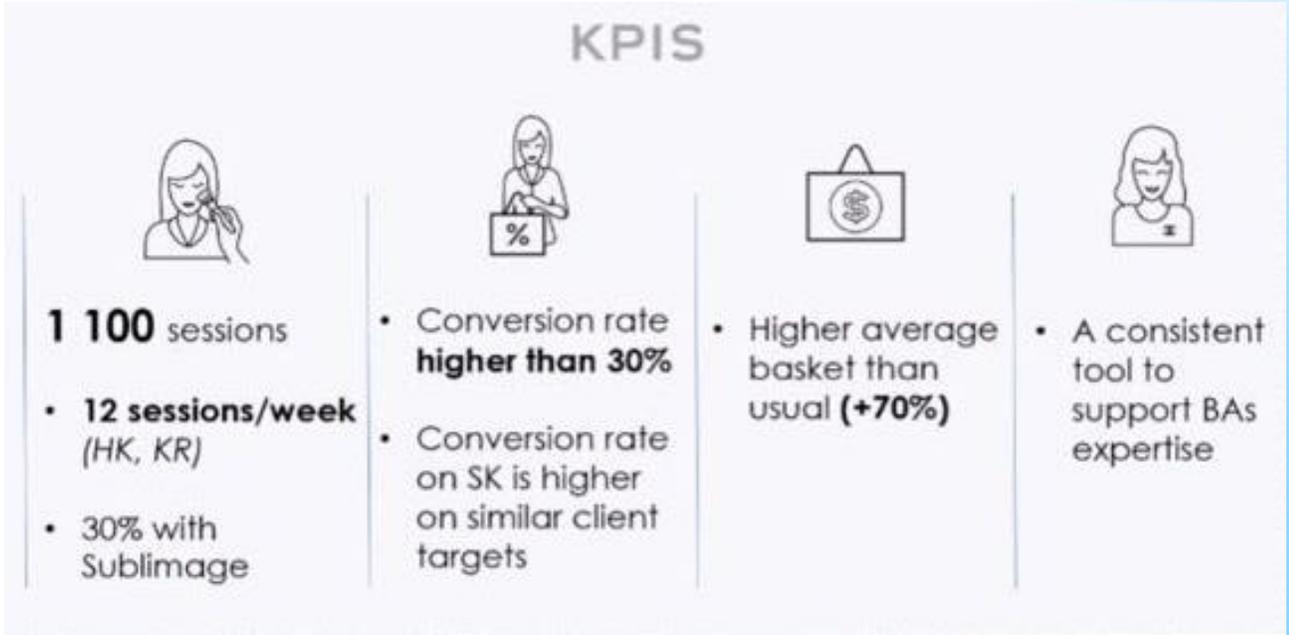
Average Daily Device Activity Rate -

测肤服务提升顾客转化



某高端化妆品品牌于全球范围试点后结论：

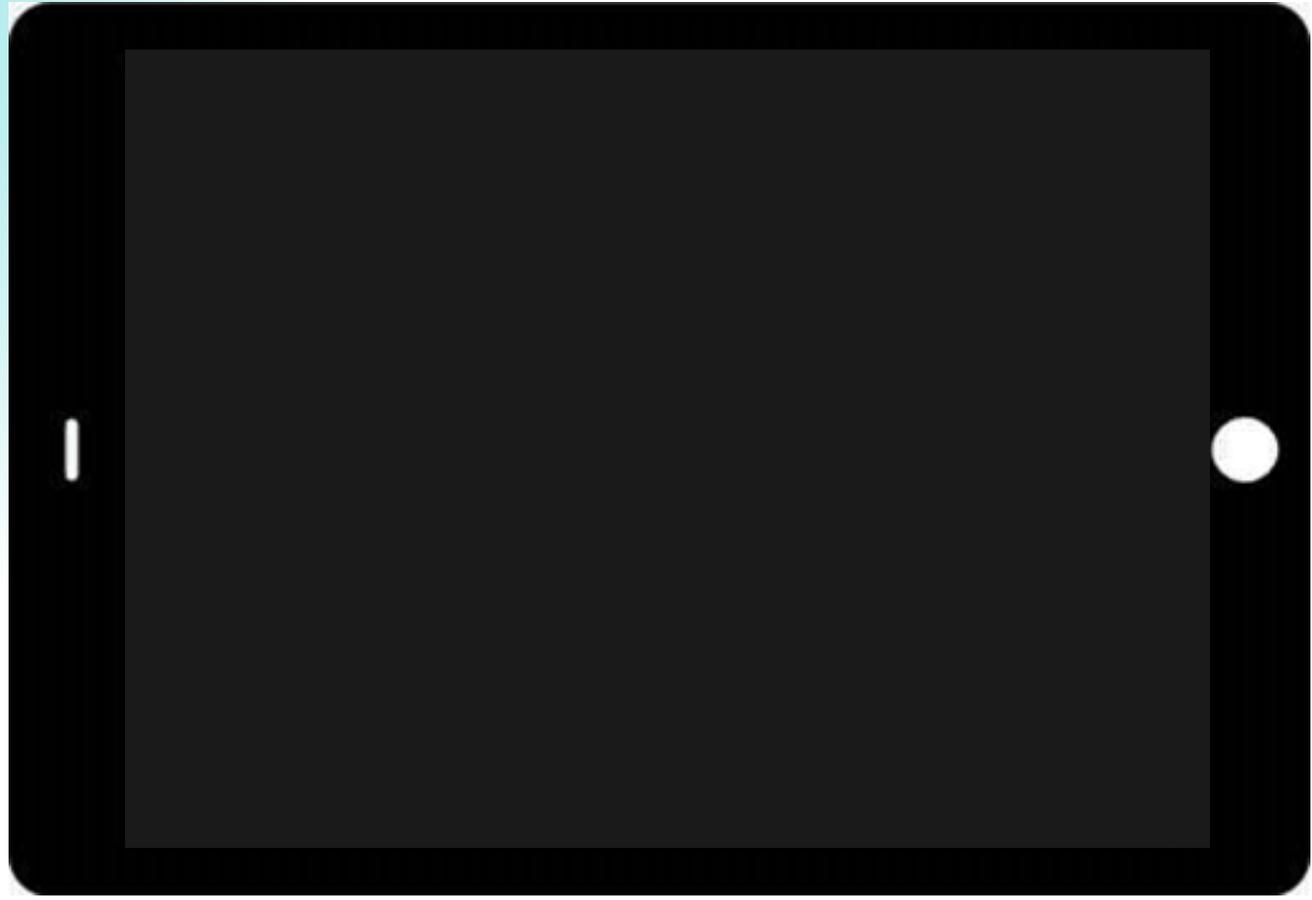
- 转化率提升30%（相比于未加入测肤服务前）
- 提袋率提升70%（相比于未加入测肤服务前）



利用测肤数据为顾客定制美容仪波型，提升个性化护肤效能

E F F E C T I M by Shiseido group

依照品牌VI定制测肤系统UI/UX，并打通线下及私域场景服务



利用测肤数据为顾客定制美容仪 波型，提升个性化护肤效能

EFFECTIM by Shiseido group

依照每位顾客面部衰老情况（如不同程度、不同部位的皱纹、下垂），利用测肤数据为客户定制专属的美容仪射频波型，以提供千人千面的美容仪体验，针对性的解决顾客最在意的衰老问题

