
Customer Case Study

Company Name:

MyLustre Pte Ltd, Singapore

MYLUSTRE

www.mylustre.com

- Beauty, Health & Wellness Products Retail Company very popular in Singapore
- Offering branded products in Skincare, Haircare, Womenscare, Slimming Systems & Health Supplements products delivered to door-step of end-Customer and also to specialized boutique retail outlets in Singapore

Industry:

Retail & e-Commerce Industry

Solution Recommended:

NetSuite ERP, CRM & E-Commerce Wholesale/Distribution Edition

Results:

- Cut time required for attending Calls from Customers and processing Orders thru phone by 40% down to less than 2 minutes
- Decreased monthly inventory on hand and returned goods by more than 15%
- Electronic invoicing saving high costs over traditional paper for huge number of Orders

Challenges:

- Handling and automating profiling for very large Customer base of more than 20000 end-customers with different category, price-plans and tiers
- Complex Pricing Structure with kits and packages used extensively in combination with a variety of price bundles per item per customer
- Lack of cloud CRM meant lost orders due to tracking Customer history in paper-cards

Solution:

- Replaced excel files for Orders, and Paper-Cards for Customer history and a rudimentary Accounting System
- Integrated order management with Stores management team to process picking, packing, and shipping faster with clear delivery schedule