

# SEPHORA

## Exceeded Monthly Sales Target by building Employee Knowledge

**1.4%** Increase in sales numbers with each extra day of participation

**17%** Increase in sales by training 3 times a week



### Company:

Sephora is a French chain of cosmetics stores founded in 1969. Featuring nearly 300 brands, along with its own private label, Sephora offers beauty products including makeup, skincare, body, fragrance, nail color, and haircare.

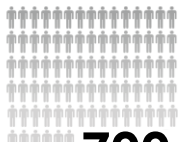
### Industry:

Consumer Goods

### Key Challenges:

- Increase Customer Satisfaction Scores
- Achieve Sales Target for new Products

### Target Audience:



More than **700** Sephora instore staff across GCC & KSA

### THE IMPACT:

**89%** PARTICIPATION

**20** TRAINING FREQUENCY  
(Average # of times a user login in a month)

**32%** KNOWLEDGE GROWTH

**100%** Overall Monthly Sales Target Achieved

**23** Stores exceeded their Monthly Sales Target

**26%** Increase in Customer Sat. Scores