



**Humankind**

# CASE STUDY



OLAPLEX.





## **Olaplex and Humankind**

Olaplex launched in 2014 with patented hair care products designed to reinvigorate and rejuvenate all hair colors and styles.

Today Olaplex is one of the largest independent hair care brands in the world with over 100 worldwide patents. Through a grassroots approach, the brand quickly became a global sensation, paving the way for a completely new category of haircare called “bond-building.”

Olaplex’s explosive growth could also be attributed to the in-salon experience and option to purchase products. Products were sold as a way to extend hair salon care and quality into the home. There was comfort, ease, authenticity, when hair stylists made a recommendation for at-home care.

Word of mouth from happy customers and professionals alike is what made Olaplex the brand that it is today.

## **Challenge: Transition the Salon Experience Online**

### **Personalization**

With COVID, the periodic shut down of salons, and the explosion of eCommerce in the last 2 years, Olaplex has naturally transitioned more of their sales online. With the increase, came the challenge of maintaining and recreating the “in the salon chair” experience – the personalization, authority, and authenticity when making recommendations for product and product combinations in-salon, now had to be done online.



## **Scale**

It was important to the Olaplex team that there was a balance between the personal touch and scale as they brought the in-store experience online. As a brand that sees high website volume, the ability to appropriately manage customers in the queue and work with multiple visitors and customers at once was critical.

## **Experience Enhancing**

Generally enhancing and elevating the onsite CX was very important. Product descriptions can only tell so much about what a customer could expect from the product. The team at Olaplex was looking for a solution to complement product descriptions and elevate the process in a way where customers could engage, ask questions, send photos of their hair, and interact regarding the products.

## **Standout from Competition**

Today, eCommerce is a formulaic DIY shopping experience and building brand loyalty online is getting harder and harder. Olaplex saw an opportunity to bring back a stronger personal and more trustworthy touch which would help them stand out amongst competitors. That, coupled with wanting to empower customers to shop in the most comfortable way, had all signs pointing to an SMS approach as an ideal fit. When brands truly meet customers where they are in the buying process, early adopters [on the brand side] create seamless, unique experiences that stand out from their competitors.



## **Solution: Use Humankind Virtual Concierge to Empower Shoppers in the Buyer's Journey**

The team at Olaplex started a vetting process of different providers for chat, SMS, quizzes and surveys, and other customer experience enhancing platforms. Then they came across **Humankind, which ties all of the above elements together, all while being complemented with a Human Concierge Expert.** In the case of Olaplex, all of the human experts are actually licensed stylists who work to create the perfect personalized recommendation. If you're considering a program with Humankind, just know that we can use your internal team, or we can help you build one! We have plenty of resources to help you find these experts.

Having partnered together now for over a year, the Olaplex team is excited to see this program continue to grow. Feedback from customers has been overwhelmingly positive and **Humankind has helped to garner a 4.94 CSAT rating in 2022.**

The Olaplex team started small, with a single expert. Today they currently have 8 experts with the intent to double over the coming year. **Our program will scale along side your brand.** As the program gains traction, we'll be able to support you. Olaplex has also opted to expand the Humankind program to their Ola-Pro business and is looking forward to watching growth on that side of the house.





## What's Next?

One benefit of working with Humankind is the access to zero-party data. **Access to structured, organized data will only further the personalization that shoppers today so desperately crave.** As a next step in the evolution of the program, Olaplex will use the data gathered in conversations and quizzes and meaningfully leverage throughout the relationship-building process.

**3:1X** ROI

**+22%** LTR improvement

**50%+** conversion rate



I love when I can feel the client getting comfortable. It's like they know they're in good hands and getting real advice and not just a sales pitch. I've talked to quite a few people about tips on stress relief and making sure they take care of themselves, and it's awesome to have a fully rounded service that no other brand offers to help people.

This has been a great service and has made a huge impact (for our clients). To see them go from struggling with their hair to getting excited for their wash day, it's been very rewarding.



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OLAPLEX Educator

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