

LOBRA



Lobra | **MJAMO**
Healthy Skin System

*RIDING THE WAVE: CONQUERING TECHNICAL AND
STRATEGIC CHALLENGES AMIDST HYPERGROWTH*



Lifestyle
Innovation
Day

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MIAMO

Healthy Skin System



Founded in **2012**

Hyper growth

Scaling Tech. & Human capabilities

E-Commerce YoY

2022-2023 | **+200%**

Forecast 2023-2024 | **+100%**

70 to 130 head count in 2023

Digital Team from **3 to 12**



100 Days Challenge



CHALLENGES

CX in Silos
Social not monitored
Privacy Consent Management
Single Customer view
Customer Care adoption
Real time requests from customers

Tech. Infrastructure

Timing – 100 Days



Actions and Adoption

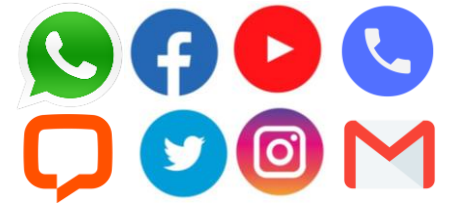


UNIFIED CUSTOMER 360

Enriched Customer Data
In the CRM



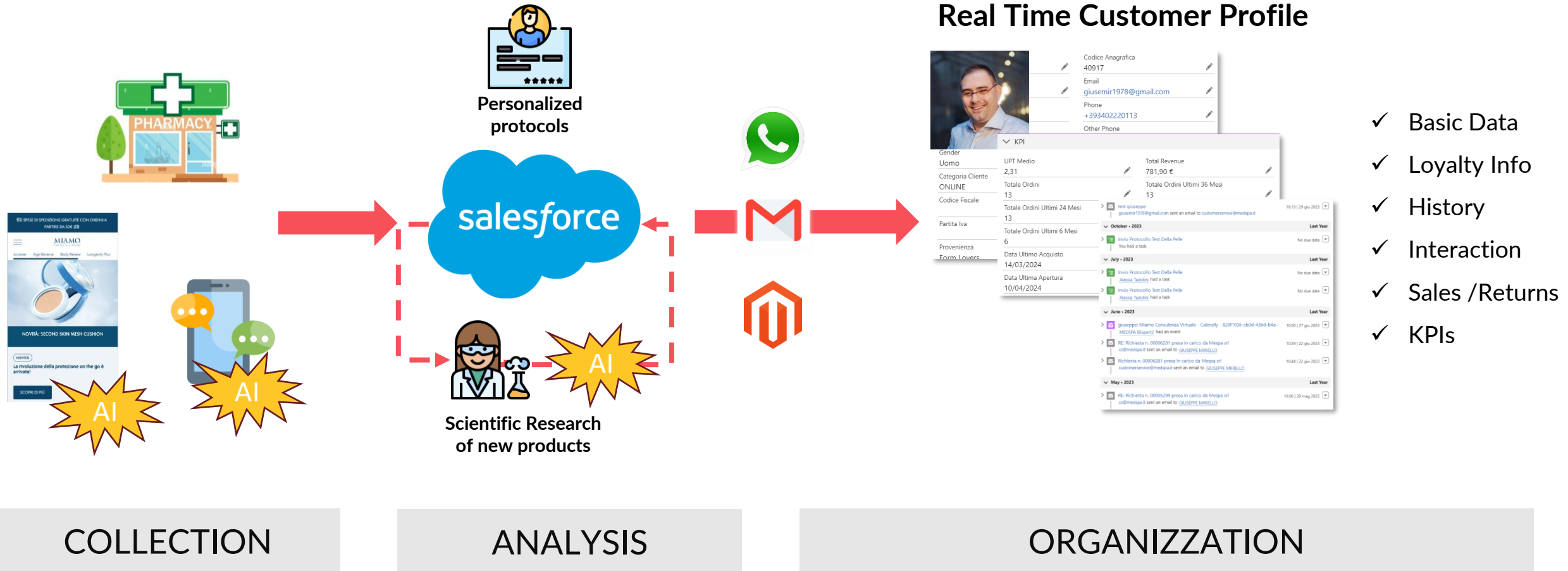
Omnichannel Communication
Multiple and Bi-Directional



Customer Interaction
Transactions, Cases, Skin Test



Digital Transformation



- ✓ Basic Data
- ✓ Loyalty Info
- ✓ History
- ✓ Interaction
- ✓ Sales /Returns
- ✓ KPIs



Data Enabled Analysis





Keep Growing



**CUSTOMER
360 VIEW
(R)evolution**



What we did so far

100 DAYS

CRM

CUSTOMER
SERVICE

3RD Parties
INTEGRATION

MARKETING AUTOMATION
(Customer Journeys / Dem & Newsletter)

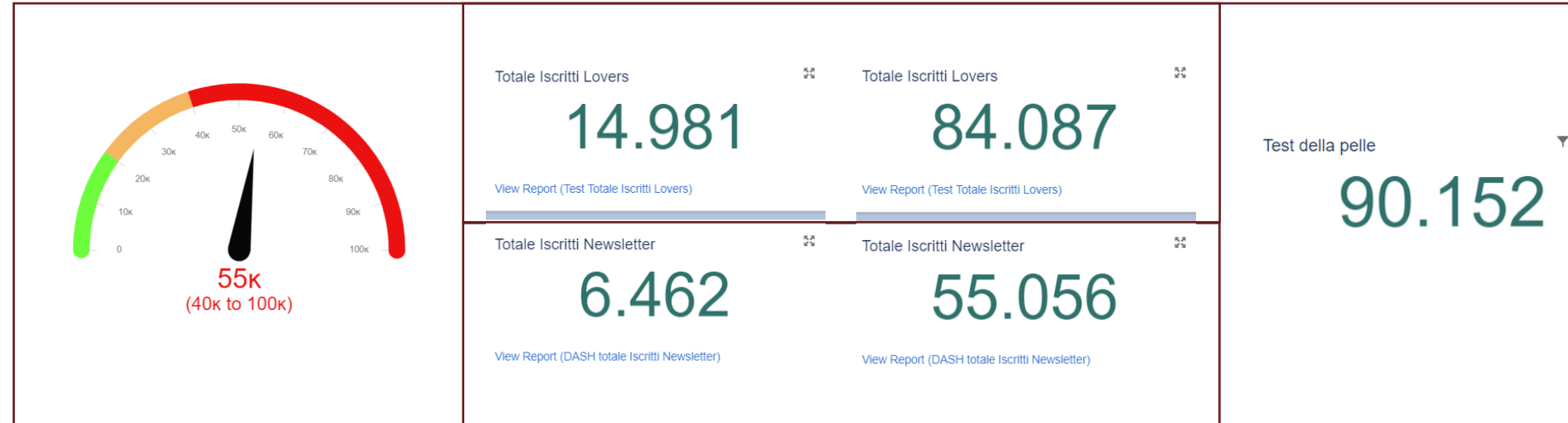
User adoption less than 3 months

MIAMO
Healthy Skin System

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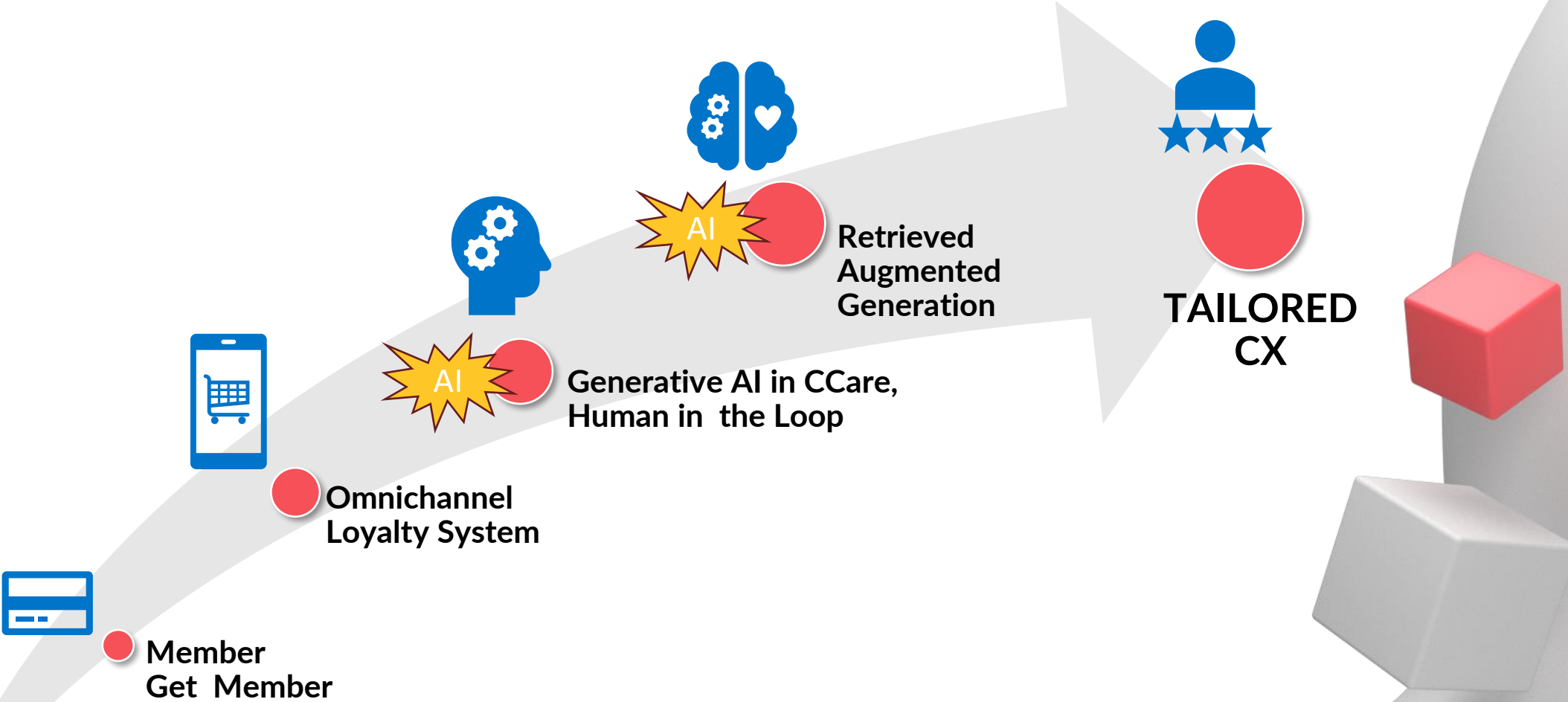


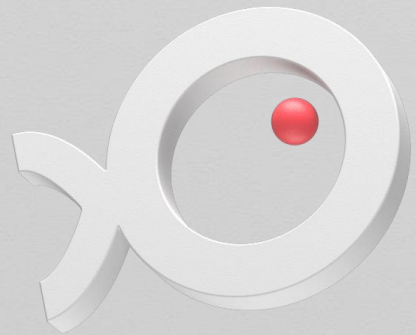
The number of the growth



- **Active User +560%** (from 15K to 84K)
- **+55K Cases Managed in 6 months:** average SLA <12 hrs
- **+90K Skin tests** managed and analyzed
- **+103K orders** fulfilled
- **2024 ORDERS GOAL +100%**

Digital Roamap next steps





It's your turn



LXOBRA

MAKE CHANGE HAPPEN

