

## Client Success Story: Avon.com (United States)

### *Multi-faceted Internet strategy exponentially expands online consumer purchases*

#### **Situation:**

Avon is the leading direct seller of cosmetics and beauty products and the sixth largest beauty company in the world. Although the company has nearly 4 million independent sales representatives handling more than one billion sales transactions each year, it is placing increasing emphasis on Internet marketing.

The company's existing e-commerce Web site was underutilized as a marketing and sales tool and needed to be redeveloped to drive business growth. It was critical that the new Web site attract the expanding business-to-consumer (B2C) customer base in order to position the company for future success. In addition, it needed to emphasize speed and ease-of-order while facilitating cross-selling opportunities.

#### **Solution:**

DeCare Systems Ireland began a long-term consulting relationship with Avon in 1999 and has achieved significant e-commerce results. Initially, DeCare Systems Ireland stabilized the existing site while a comprehensive needs analysis was completed and recommendations for a new Web presence were developed.

In outlining the architecture for the new Web site, DeCare Systems Ireland emphasized the need for a self-sufficient site that reduced both overhead and staff resources. A premium was placed on creating a scalable solution that could be enhanced as the business grew without needing significant additional resources.

DeCare Systems Ireland created a leading-edge Web site that is split into four physical environments: development, quality assurance, staging and production. The production environment is populated with a front-end Web cluster running the Microsoft ASP-based Web site, a SQL Server active-passive database cluster and a shared-services server dedicated to back-end order fulfillment and e-mail order acknowledgement. Currently, DeCare Systems Ireland supports an advanced version of the site with three full-time support staff on a 24-hour basis and one or two creative specialists available as required.

#### **Results:**

Since its launch and in partnership with a focused e-marketing strategy, Avon has been successful in creating awareness of the site, driving repeat customers to the site and gaining increased online sales:

- Daily online order capacity has increased by more than 900 percent.
- Daily sales have increased 650 to 1000 percent from 2000 to 2003 (based on season)
- The average order value has increased 50 percent per completed transaction.

Avon's aggressive e-marketing campaign and its e-mail marketing cycle is continually fine-tuned and implemented by the DeCare Systems Ireland Internet strategy team. The strategy uses targeted e-mails that detail new products and promotions to drive repeated site visits and purchases.

Avon's site has also been recognized by numerous customers, both directly and through several Internet consumer rating sites, for its convenience, ease-of-use and quick service.

The innovative use of technology allows Avon to update content on the site each day and include a variety of merchandise management tools. The company has been able to achieve a leaner organization and significantly reduce costs to maintain and upgrade the system.

Web site: [www.avon.com](http://www.avon.com)

