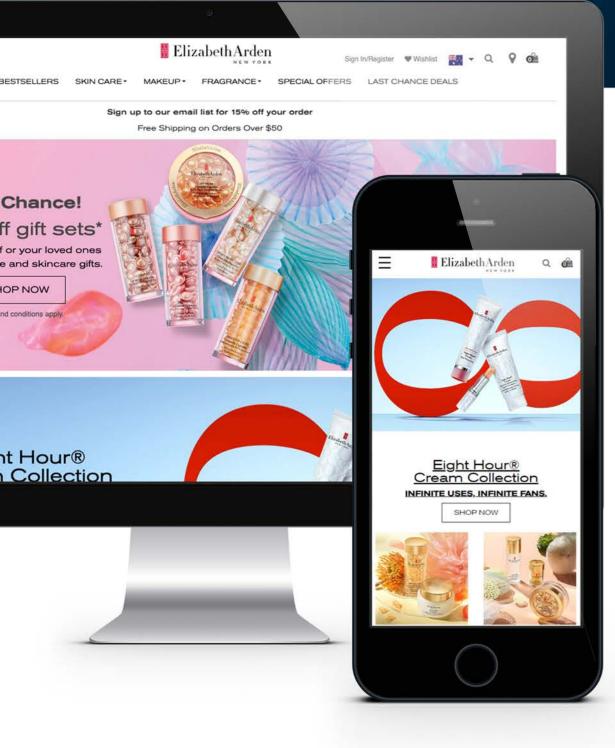Led by Miss Elizabeth Arden who established the American beauty industry centuries ago, Elizabeth Arden continuous to be a leading cosmetics brand. She focused on bringing a scientific approach to skincare formulations to highlight the concept of Total Beauty, which included diligent skincare, nutrition, and fitness. Her entrepreneurial spirit and commitment to innovation, quality and excellence remain the soul of the company today.

Finding Beauty in Commerce

Elizabeth Arden partnered with XCentium to receive a digital makeover and launch their commerce site on Salesforce Commerce Cloud (SFRA). As an innovation leader in the cosmetic industry, Elizabeth Arden was looking to improve its commerce processes, inventory management and overall look and feel of its web-store to improve the customer experience.

In addition to numerous UI/UX improvements, XCentium helped Elizabeth Arden roll out its first Mulesoft implementation. We integrated Mulesoft with SAP via APIs to queue transactions and provide resilience in case of connectivity issues. With this seamless integration, Elizabeth Arden was able to handle inventory updates, order submissions, order history updates, and returns in real-time.

Improving the Customer Experience

Elizabeth Arden chose to utilize Adyen payment processing to improve authorization rates and implemented Signifyed for fraud prevention. As an Australian eCommerce implementation, the project integrated Australia Post for shipping.

Connecting with their customers and marketing to them was made easier by leveraging the same Salesforce ecosystem and utilizing Salesforce Marketing Cloud. Elizabeth Arden was also able to collect and display user-generated content and reviews with Bazaarvoice integration.

CLIENT

Elizabeth Arden

WEBSITE

www.elizabetharden.com.au

INDUSTRY

Cosmetics

SOLUTIONS

Salesforce Commerce Cloud – SFRA
Salesforce Marketing Cloud
Mulesoft
Adyen Payment
Signifyed Fraud Prevention
Bazaarvoice
Australia Post

Outcomes

- Increased Productivity
- Faster time-to-market
- Lower maintenance and operational costs
- Seamless connectivity