

Total Experience Shopping for **Beauty** Retailers

The world's most comprehensive,
all-in-one virtual shopping, clienteling
and sales automation solution—designed
with beauty brands in mind.

 [Speak to a Beauty Specialist](#)

Salesfloor has been revolutionizing the online shopping experience for almost a decade, leading notable beauty brands to better conversions, higher AOVs, and improved customer experiences around the world.

✓ Drive Sales With Auto-Tasking

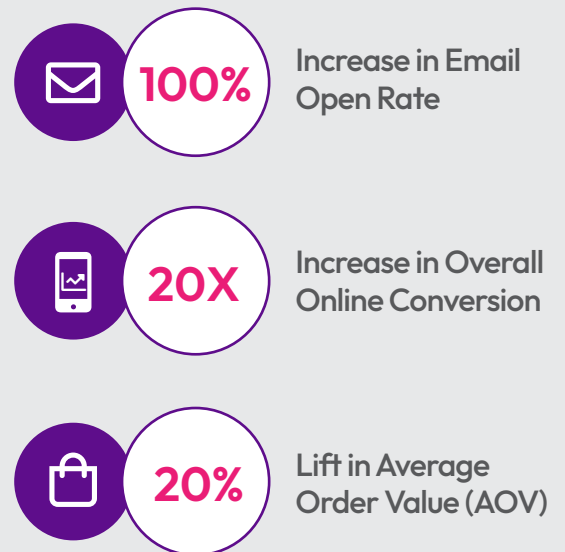
Ask how Salesfloor's automated tasking has helped major international beauty brands lift their Average Order Value (AOV) by 50%.

✓ Boost Customer Engagement

Customers engage more with Salesfloor beauty brands, as seen by the 100% increase in email open rates and 50% boost in customer response rates.

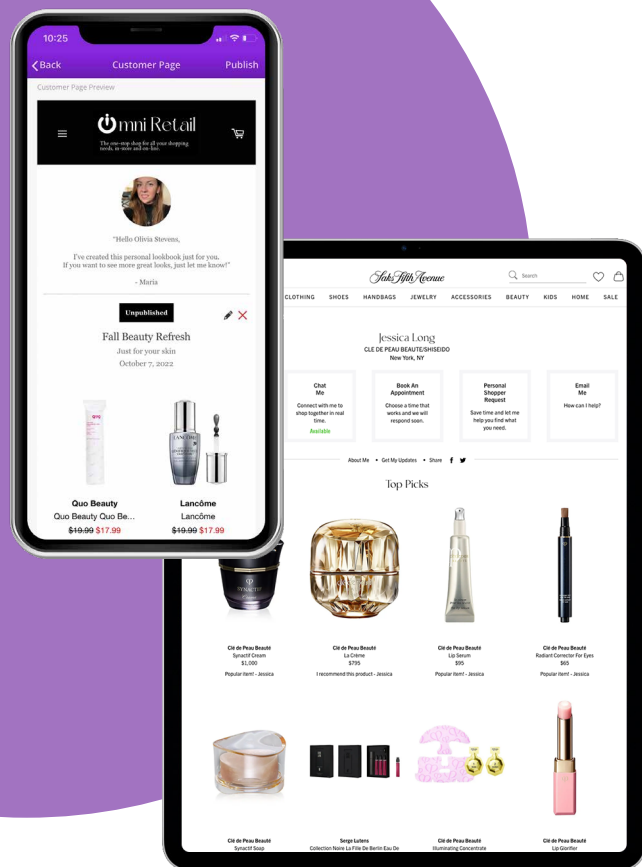
✓ Make Online Conversions Soar

Department store beauty counters have seen a 20x surge in online conversions with Salesfloor's live chat, video and text messaging, email, and social media outreach tools.



An **All-in-One** Enterprise Experience for Beauty Retailers

Salesfloor is trusted by renowned beauty counters across the globe:



The **Future of Beauty** Retail Tech: A Trend Report

Learn how leading enterprise beauty brands are expanding their physical counters into the digital space with omnichannel clienteling.

Download the report to read further on:

- 2022 Consumer Trends in the Beauty Industry
- A Look Ahead at the Future of the Beauty Industry



Download the Report



Harmonize Your In-store Experiences

With Online Ambitions — Under One Platform



Let's Get Social

Connect in-store associates with online customers, no matter what they're preferred method of communication. Now, customers can access expert advice via live chat, video calling or SMS—whether looking for their perfect shade match, or new skincare heroes. By providing virtual shopping experiences, customers can have their questions answered in real-time, driving more traffic to your stores.



Supercharge Sales with Automated Tasking

Task automation helps beauty consultants stay in touch with customers for restock reminders and consultation follow-ups, ensuring customers never run out of their favorite product again. Whether scheduling a moisturizer refill reminder, or a new in-stock hot product alert, task automation allows for continued 1:1 engagement or upselling opportunities, while providing credit where credit is due to each associate.



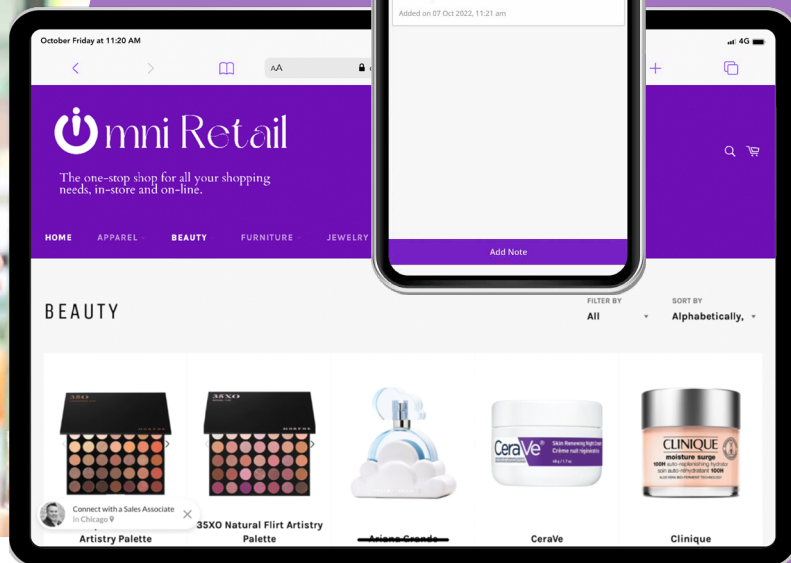
AI Quizzes Unlike Any Other

Ready to level-up? Conversational AI assistant leads online customers through fun quizzes that qualify the customer, offers personalized product recommendations, and routes them to a beauty advisor who is uniquely qualified to help them find the right products for their specific beauty needs — no matter what specifications are thrown at them.



Book Beauty Appointments on Demand

By utilizing the appointment booking tool, customers can select a time to chat with their favorite beauty experts on the spot. Choose the most convenient time and location—whether in-store or online. With a click of a button, they'll instantly receive a booking confirmation. Thanks to appointment booking, you never have to worry about driving in-store traffic again!



Expand Your Customer Outreach Channels

Leverage your in-store product experts as a digital outreach channel to anticipate customer needs, build trust, and increase opportunities to cross- and upsell via one: 1, or one: many marketing channels. Utilize associate relationships by having them send branded marketing collateral by email or SMS to multiple customers, and watch as open rates soar by over 100%.



Never Miss an Opportunity with Dynamic Routing

Worried your staff is too busy helping in-store customers to take on additional tasks? Dynamic routing ensures online customers always get an answer by expanding the store radius to find available beauty specialists in other locations. Now, you'll never miss an opportunity to sell!



Shop Alongside Beauty Specialists: The Original Influencers

With Storefronts, beauty specialists are able to curate their favorite skincare, cosmetics, and fragrance products on a shoppable page within your website. When combined with Eventing, customers can purchase the products they see demonstrated during live stream events and their purchases are attributed to the store and expert beauty specialists.



Harness Superhuman Powers with Customer Insights

Salesfloor's integration with CRM and ERP systems provides beauty specialists with in-depth customer knowledge, such as purchase history and shopping activities. Give your associates the power to succeed by recommending the right product, for the right customer, at the right time—everytime.