

LUSH

FRESH HANDMADE COSMETICS

LUSH GmbH, with its headquarter in Meßstetten, was awarded "Germany's Customer Champion 2011" in early 2011. The company manages 43 stores in Germany and the Czech Republic as part of the worldwide-active LUSH company. "Fresh Handmade Cosmetics" is the English cosmetic chain's slogan, founded in 1995, that has specialized in environmentally friendly care products made from fresh fruit, vegetables, and essential oils. With approximately 1,500 employees, more than 770 shops operate worldwide, from New York to Tokyo. Sales in 2008 were around 130 million euros. In Germany, LUSH GmbH employs approximately 500 people.

Challenges

- ✓ Optimization of register systems maintenance via remote access
- ✓ Simplification of management during register retrieval and product evaluation
- ✓ Access to central computers for all employees without any great IT conversions



Solution

Company-wide TeamViewer installations on LUSH workstations and smooth start-up. Four-figure euro decrease in time and cost of IT support. Product evaluations retrievable within minutes for optimal product placement and introduction.

Always an eye on the up-to-date business figures

The innovative cosmetics chain LUSH modernized and simplified the management of its 43 German stores with TeamViewer remote access software

Specialty soaps, personal care products, and bath products: LUSH stores revolve around cosmetics. Comprehensive controlling and management of all locations is carried out by the central office. Sales from every location come in daily on the register computer at the central office. These data are then used by the central information system to create product evaluations, for example. These show which products are selling particularly well or particularly poorly and include the sales numbers from individual stores. This makes them an indispensable controlling element for LUSH as well as a necessity for financial accounting.

Since the register systems used by stores cannot store data long-term, the transfer to the central office must happen immediately at the start of every business day. It is simultaneously necessary to verify this data transfer because there is a potential for data loss—in such a case, the register data could not be recovered. Up until 2009, therefore, register retrieval required the presence of an employee, even on weekends, who would spend a number of hours at the central office, monitoring the transfer.

In addition, due to longer store hours, it was necessary to provide sufficient support at the stores, on occasion as late as 9:00 PM. This affected, for example, virus scan update support, program installation, or general computer problems. Register system maintenance was also critical, since disruptions would directly affect sales.

For a number of years, LUSH support has been carried out by external IT providers who are often required on site at stores. The necessary travel time drives up support costs. A situation, which, in 2009, heralded a desire on the part of LUSH for convenient remote access software.



"First and foremost, we wanted to make register retrievals and controlling more efficient," Katja Kreß, Head of LUSH GmbH

Germany, explains. "That is why we asked for a solution that would enable both the central office as well as all employees—even from home or on the road—to access our central computer as well as store PCs."

Conscious decision for an easy-to-use solution

After consulting with the IT service provider, a decision was made in favor of TeamViewer remote control software, which also stood up in a test installation. The considerable advantage offered by TeamViewer became apparent in the extremely easy installation and a functionality that exactly met LUSH's requirements. LUSH was also satisfied with the one-time license model fee without subsequent costs. The solution is now used regularly by approximately ten employees in the LUSH head office in Meßstetten as well as by external IT support.

Data transfer management markedly simplified

This considerably simplified primarily register retrieval management and product evaluation management. Employee verification of weekend data transfers is possible from anywhere. In the event of errors in register software, manufacturer support personnel can access

the system directly. Since there is no longer a need for travel, support is not only more efficient, but also much more affordable. Furthermore, the product evaluation process could also be simplified. Employees from other LUSH offices can access the central register computer via TeamViewer and create evaluations necessary for product placement and introduction.

About two years after implementation, it has made a positive impression on Katja Kreß.

"The advantages of using TeamViewer are obvious. We save more than five hours of pure work time every month."

Katja Kreß, Head of LUSH Germany

"The advantages of using TeamViewer are obvious. By eliminating weekend travel to the central office, we save more than five hours of pure work time every month. Simultaneously, the cost of IT support is lowered by a four-figure euro amount. Employees in the stores are happy that they now receive help for technical problems much more quickly", Katja Kreß concludes.

TeamViewer GmbH

Founded in 2005, TeamViewer is fully focused on the development and distribution of high-end solutions for online communication and collaboration. Available in over 30 languages, TeamViewer is one of the world's most popular providers of remote control and online meetings software.

For more information about TeamViewer please visit:
www.teamviewer.com

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