IPSY

Industry - Retail (Beauty Products)

Products Used - Sales Cloud

Industry
Retail (Beauty Products)

IPSY is a membership service that specializes in beauty product subscriptions. The product-supply model relies on small to large business partners—cosmetic brands—that work with IPSY's Merchandising Team to distribute their products to customers through IPSY's Icon Box, Boxy Charm, and Glam Bag subscription offerings.

Products Used

📈 Sales Cloud

Challenge

IPSY's key process to accept and approve products submitted by brands (Product Submission Process), was managed on a number of spreadsheets. Housing information in Google Sheets was inefficient, so the company sought a solution that could centralize and organize product, pitch, and brand information in one place.

- **The entire Product Submission process was handled in Google Sheets, which lacked the scalability the brand needed.**

- **Pitch meetings were becoming less effective** due to performance and data quality issues.

- Without a standardized process, **brands lacked clarity on product submissions and the Product Lifecycle Submission process had become inefficient** for the company's expanding needs.

- IPSY needed a **centralized hub to store valuable information** pertaining to Brands, Contacts, Product Submission, and Products.

Value Delivered

Gerent implemented Salesforce Sales Cloud and integrated FormAssembly Webflow to establish a central hub for product data and establish a standardized and scalable product submission process. Our consultants:

- Created a model to handle Product Lifecycle Submissions and centralize key information in one place

- Stood up FormAssembly forms and a workflow to enable brands to submit a product application efficiently

- Configured an approval process to approve or reject product submissions

- Automated status notifications, a flagging process, and a tiering process

Results

Post-project, Gerent empowered IPSY to:

- Manage the pipeline of incoming product submissions for higher performance

- Communicate standardized instructions to brands on submitting product applications

- Sustainably scale business operations while automating important processes like status updates