

**Digital Application that analyzes user profile and suggests suitable products**

**Sandow**

**Key Challenges**

- Difficulty in identifying the right cosmetic products for customers
- Reduce wastage of sample products
- Manual processes to gather customer information
- Time consuming analysis with limited information
- No system in place to record and manage customer information and feedback

**Solutions**

- Developed a survey based cosmetic sample matching & subscription management system using Cloud based ASP .NET Framework, XML, JQuery
- Customer profiling and intelligent product matching
- CRM functionality to manage subscriptions and customer complaints
- Online credit card authorization & automatic periodic charging
- Automatic shipment of products via UPS



**Results**

- Access to accurate customer information
- Better product suggestion based on customer's profile (skin tone, color, body condition, etc.,)
- Perfect sampling methodology to suggest specific
- One touch questionnaire to gather customer profile and information