

Case Study

L'Oreal

THE CUSTOMER

L'Oréal is a world leader in the field of cosmetics and perfumery, founded in 1909, and has devoted itself to beauty for more than 100 years. With its unique international portfolio of 34 diverse and complementary brands, the group generated €26.02 billion euros in sales in 2017 and employs 82,600 people worldwide. As the one of the world's leading beauty companies, L'Oréal can be found in 150 countries around the world and across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce. Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world.

THE BUSINESS CHALLENGE

L'Oréal has been present in Russia for more than 25 years. In the spring of 2017, CJSC L'Oreal was challenged by unexpected difficulties with their current DECT solution. Experts within their team performed an analysis of the problem and found that they were inadvertently picking up interference at their physical office location in Moscow due to several large companies in the area running specialized radio equipment. This was not an ideal situation for supporting the seamless communications collaboration L'Oréal required.

THE SOLUTION

L'Oreal decided to look at a new solution and wanted to test wireless Bluetooth headsets that would allow for long range while maintaining high-quality audio transmission. They also wanted something compatible with their other

unified communications (UC) platforms and to take worker ergonomics into consideration.

"We were looking for a wireless solution with a high sound quality, that worked correctly under the existing conditions," says Dmitry Neustroev, Infrastructure Manager of ZAO L'Oreal.

L'Oréal representatives were introduced to Plantronics during the annual Cisco Connect Exhibition 2017, where they picked up a sample Voyager Focus UC at the booth. The L'Oréal representatives found its features to be more applicable to their needs than their past call technology. L'Oréal tested Voyager Focus UC, compared them to the competition, and decided to implement the Plantronics UC solution in Autumn 2017.

CONCLUSION

Voyager Focus UC offers up to 30 meters of wireless range, allowing for freedom of movement. It can also manage PC, smartphone or tablet calls for up to 12 hours talk time and has active noise canceling for focusing on conversations, not background noise. "The main benefits of Voyager Focus UC was the likelihood of it working correctly in our office, its low power consumption, and integration with our current equipment. We are happy with the headsets and we have received excellent customer service and support from Plantronics, which helped us test and easily introduce this audio solution into the existing IT system," concludes Dmitry.

Company, L'Oréal: www.loreal.com

Location: Moscow, Russia

Industry: Perfumery & Cosmetics

Focus of study: Selection of UC devices for voice communication in the Moscow office L'Oréal office

Plantronics Solution: Bluetooth stereo headset Voyager Focus UC.