

Lush Fresh Handmade Cosmetics saves £1 million with QlikView

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Overview

LUSH Fresh Handmade Cosmetics in the United Kingdom specialises in handmade products, including soaps, shower gels, shampoos and conditioners—all 100 percent vegetarian and not tested on animals. The firm needed to reduce stock loss and give its staff instant, easy access to information. Scott Silverthorn, Head of Data Services at LUSH Fresh Handmade Cosmetics, says: "Freshness is very important to us. We're an ethical cosmetics company and make all of our products by hand so we needed full visibility of the supply chain, sales and stock."

LUSH decided to invest in a business intelligence (BI) solution that could deal with multiple data sets, including data sourced from electronic point-of-sale, stock-management and payroll systems. The aim was to make data analytics available to shop-floor staff, as well as to employees in its warehouses and manufacturing divisions, so they could have near real-time information at their fingertips.

QlikView gives staff in-depth insights into profitability

Silverthorn says: "We selected the QlikView Business Discovery platform because it's an easy system for all of our staff to use, even those who have minimal technical knowledge. It allows us to get in-depth insights into our company at every level. Some of the business to give managers instant access to easily digestible information in real-time. Shop managers have told us they've had their most profitable year ever. That's because QlikView gives them access to all the data they need to manage their sales, stock and staffing. By gathering data together in one place for analysis, they can make smart, profitable decisions."

QlikView has been initially deployed through Qlik Partner QGate Software across LUSH in the UK, expanding across Europe and the entire organisation. Rowland Dexter, Managing Director of QGate, says: "This is a great example of where QGate has enabled a company to become self-sufficient in QlikView. The initial engagement with LUSH was via our unique Fast Path Workshop, and we have since been there to help LUSH with high-level support and consultancy. It is fantastic to see the significant benefits LUSH has gained with QlikView."

Critically, the retail accounts team uses QlikView to drill down into the numbers behind sales in each shop. All shop

Solution overview

Customer Name: LUSH Fresh Handmade Cosmetics

LUSH Fresh Handmade Cosmetics, based in the UK, has more than 900 stores in 51 countries and sells a range of handmade products, including soaps, shower gels and hair conditioners.

Industry: Retail, Consumer Products

Function: Finance, Human Resources, Operations, Marketing, Sales

Geography: United Kingdom and worldwide

Challenges:

- Consolidate data from disparate sources to enable better decision-making
- Give managers and staff greater visibility over stock and waste
- Achieve savings through user-driven BI and innovative in-store data analytics

Solution:

LUSH deployed QlikView to 70 per cent of its staff and extended its use throughout the organisation for manufacturing, sales and supply-chain management.

Benefits:

- Saved £1 million in stock loss in the first two years
- Gave managers a solution to monitor sales and view performance at other sites
- Improved sourcing of key ingredients from ethical suppliers

Data Source Systems: Electronic Point-of-Sale and spreadsheets

Return on investment

£1 million

Saved in stock losses in
just two years

managers and employees on the shop floor have access to QlikView reports for regular updates throughout the day, with live access to their sales information and stock position. The manufacturing department also uses QlikView for stock management, allowing the team to better organise orders between the UK factory in Poole and the shops, as well as monitor the stock position throughout the country. QlikView has helped LUSH improve its sourcing of key ingredients from ethical suppliers and maintain freshness in its supply chain, which is a major factor in customer satisfaction and the company's success.

Savings of £1 million in the first two years with user-driven BI

Since deploying QlikView, LUSH has significantly boosted in-store profitability with user-driven BI and delivered more than £1 million of savings in stock loss. The key to this achievement was combining QlikView with LUSH stock value management systems.

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QlikView helps with HR monitoring and motivates staff

QlikView has also been deployed to help monitor human resources (HR).

Silverthorn says: "Our payroll department uses QlikView to combine all of the data from timesheets and payroll systems, bringing it together into one report so they can view absences and staffing costs." In addition, head office tracks the performance of its 900 stores in QlikView. Silverthorn says: "We have



sales league tables, and with QlikView we get all of the data in one place so we can compare performance from this year to last year. It allows the accounts team to analyse the data effectively and understand what's going on in our business."

Furthermore, QlikView has helped motivate staff through providing a new level of transparency to their internal systems. Silverthorn says: "Our colleagues are naturally inquisitive people and giving them access to data means they can find ways to improve performance and do a better job."

Seven out of 10 staff log-in to QlikView once a day

The LUSH IT team has made QlikView an exciting environment for staff to use, and the uptake has been impressive. Silverthorn says: "Around 70 per cent of our staff log-in to QlikView at least once a day. Personally, I live in QlikView. The reporting function is so natural and intuitive that it's easy to share with your colleagues, so everyone gets the same experience. I'd be lost without it."

The next steps include extending QlikView to LUSH senior management via tablets and mobile devices. This will give executives the ability to track company performance in real time when they're on the move, enabling them to make better strategic decisions for the business.



"Losing Qlikview would be like losing a limb. It gives managers insight into their business and by giving people that power to understand the business and what the impact of their decisions are, it means they make better decisions".

– Scott Silverthorn, Head of Data Services, LUSH Fresh Handmade Cosmetics