

REINVIGORATE USER ENGAGEMENT WITH A STRONG PROJECT IDENTITY AND SEAMLESS INTERFACE

Our luxury goods client leverages Ivalua to ensure compliance with the Sapin II Act and advance their Corporate Social Responsibility (CSR) objectives. During their upgrade to version V178, they prioritized strengthening the portal's brand identity to provide users with an enhanced, cohesive experience while delivering extensive user training to maximize adoption and efficiency.



Key facts

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|-----------------------------------|--|
| 150+ years of experience | 20,000+ employees |
| 10+ B€ turnover | 250+ stores in 45 countries |
| 200 buyers | 2,000 suppliers |
| 15+ webinars in 3 languages | 20+ interactive guides & video tutorials |

Customer challenges

- **Ensuring legal compliance** in supply chains to avoid penalties.
- **Meeting CSR objectives** by managing energy consumption and carbon footprint data from suppliers.
- **Encouraging supplier participation** in assessments.

Background

Our client, a prestigious luxury house renowned for its artisanal excellence and timeless elegance, sought to digitalize its purchasing processes with Ivalua, catering to both buyers and suppliers.

The primary objective was to create a strong, adaptable project identity that reflected the initiative's modernization goals, reinforced team cohesion, and facilitated flawless communication both internally and externally.

A clearly defined project identity, coupled with a structured training program, was recognized as essential for the successful digitization of the purchasing process.

“Thanks to the new graphic identity integrated into our solution, we have perfectly captured and reflected the core values of our company. This transformation not only enhances our interface but also embodies our commitment to excellence, elegance, and sustainability, thereby strengthening our heritage and vision for the future.

Direct purchasing project manager
Customer

TRANSFORM USER ENGAGEMENT WITH STRATEGIC TRAINING AND A DISTINCTIVE PROJECT IDENTITY

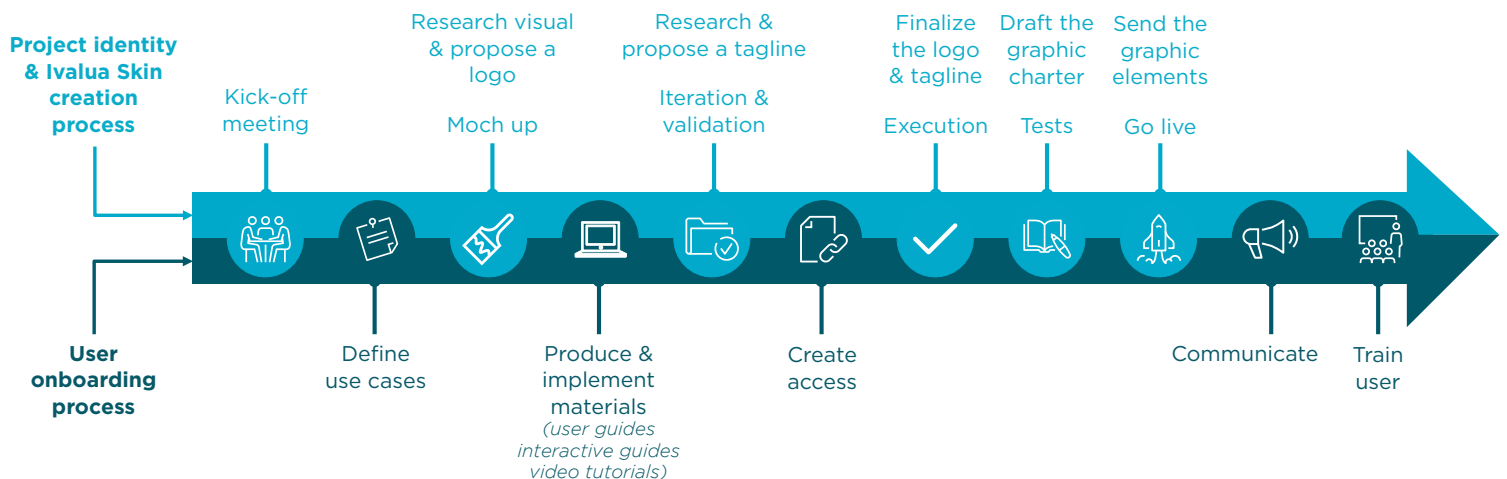
Solution deployed

To enhance user engagement and drive adoption, we developed a **compelling visual identity** featuring a unique logo and cohesive graphics, effortlessly **integrated into the Ivalua platform**.

This initiative included a **complete redesign of key interface elements** such as headers, logos, slogans, link colors, notifications, and the optimization of homepages and tables.

In addition, we implemented a **comprehensive training program** for both buyers and suppliers, equipping them to effectively utilize the enhanced features introduced in the latest upgrade.

This holistic approach not only reinforced the brand's presence but also ensured a smoother transition and elevated user satisfaction, exemplifying our client's commitment to innovation and excellence.



Results & benefits

- **Strengthen brand presence:** Boost user satisfaction and engagement by reinforcing a cohesive and recognizable brand identity.
- **UI/UX redesign and training:** Redesign the user interface and experience while providing targeted training to increase user adoption and proficiency.
- **Enhanced project identity:** Establish a clear project identity to improve team cohesion and streamline communication.
- **Thematic training sessions:** Facilitate user adoption and skill-building through focused and thematic training programs.