

# T TYPOLOGY'S AI APPLICATION CASES

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## Case I:

### ❖ **The AI Tech used**

**Predictive intelligence machine** that can predict the upcoming trends in the beauty industry so that the company can have better marketing strategies.

### ❖ **What it does**

By using trained algorithms, this machine will analyze the data collected through digital channels like beauty blogs, search engines, or news media and social media platforms that have beauty-related content to predict new emerging trends. More specifically, the algorithms will extract keywords from these sources and then are trained based on predictive variables that have reliably demonstrated whether a given trend is going to grow or not, using factors such as the number of mentions, commitment score, co-occurrence of author citations, etc.

### ❖ **How it improves Digital marketing actions**

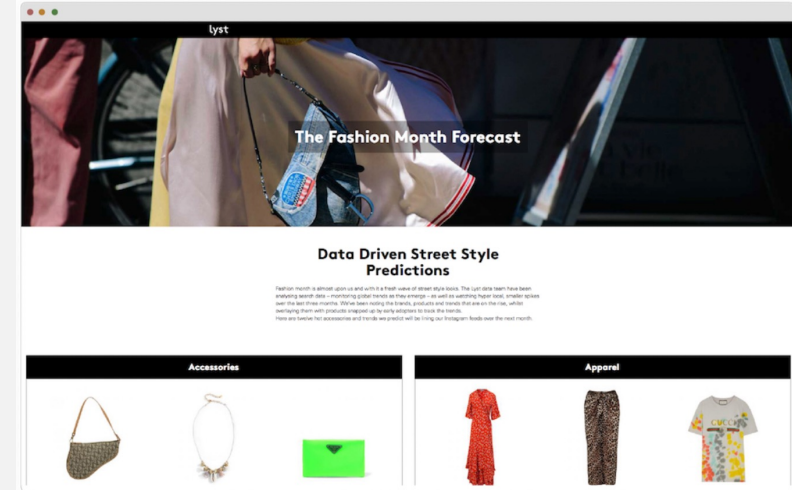
It helps the company understand customers better and be able to know what they want even before they know that they want it. For example, this AI tech can enable advanced search capabilities by making the search bar smarter with correctly predicted keywords to customers' preferences. We can then use these keywords to have better SEO strategies.

It also allows our company to create more hot and vibrant content based on the insights drawn by the ML algorithms. Other than that, thanks to these insights we will be able to identify new potential customers within our target market and geographic regions.

Besides, the predictions help us personalize our online presence. By forecasting customers' likelihood to buy a new product we can advertise our products online beforehand by catching creative ads.

## ❖ Examples from other companies:

Lyst's AI-driven data engine predicts fashion's coming trends. The brand is combining internal and external data insights to form fashion predictions and index the world's hottest products.



Charles Besson  
Global Social Insights & AI Director - L'Oréal Group

WATCH

Charles Besson, Global Social Insights & AI Director at L'Oréal, and Fabrice Henry, Managing Partner at Artefact, discuss how L'Oréal Trend Detection, deployed with Artefact's AI trend detection solution, is predicting what cosmetics products consumers are going to want tomorrow.

L'Oréal has launched a beta version of Trend Detection's project that detects and forecasts emerging consumer trends before the competition.

## Case 2:

### ❖ **The AI Tech used**

**Virtual skin** diagnosis that is based on artificial intelligence and more specifically on deep learning using the database of thousands of selfies of different faces and skins (gender, age, color...) classified by professionals such as dermatologists.

### ❖ **What it does**

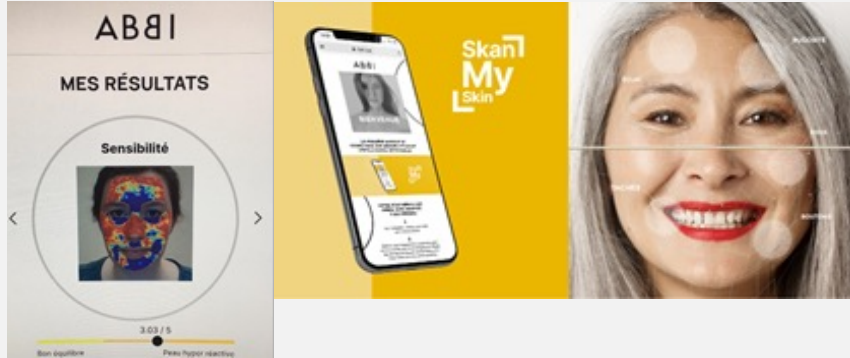
Users take a selfie of their face, and the application analyses their skin according to criteria: brightness, wrinkles, firmness, pores, spots, and evenness of the complexion. Thanks to the database and deep learning, the application will be able to find the corresponding skin types and the associated products. Then, artificial intelligence recommends products and routines adapted to users' skin conditions.

### ❖ **How it improves Digital marketing actions**

Typology has already had an online skin diagnosis on its website to check the skin type of customers and offer them the appropriate products. However, in most cases, customers don't get specific enough answers because they don't know what their skin needs.

Our strategy relies heavily on creating a close-knit community and this solution can help. By replacing the traditional skin diagnosis on our website with this new AI tech, we could give more accurate diagnoses and a more targeted and memorable customer experience. Receiving personalized feedback at the end could generate brand loyalty and also better website traffic.

## ❖ Examples from other companies:



Abbi is a French company that also applies this AI solution. In addition, the company has chosen to target perfumeries, pharmacies, and beauty salons to accelerate its development. In these places, a connected mirror will be installed for customers to take selfie.

L'Oreal has also launched an app to check the skin condition of their customers and offer them suitable products. The L'Oréal group plans to expand this system to other brands. A new version was released in 2018 for Tmall Experience which is the platform of the Chinese company, Alibaba. L'Oreal also has several other online projects for this tech such as SkinConsult AI Vichy, MackUp Virtual Try-on Maybelline, MakeUp Virtual Try-on NYX Looks, La Roche-Posay Spotscan...



## Case 3:

### ❖ **The AI Tech used**

**AI-powered chatbots** on Typology websites that can understand user inquiries through natural language processing (NLP) and can give intelligent answers to them. This helps improve the overall user experience.

### ❖ **What it does**

AI-powered chatbots understand free language, but also have a predefined flow to make sure they solve the user's problem. They can remember the context of the conversation and the user's preferences. These chatbots can jump from one point of conversation scenario to another when needed and address random user requests at any moment. For example, you write to a chatbot: "I have a problem with logging into my account". The bot would understand the words "problem" "logging" "account" and would provide a predefined answer based on these phrases.

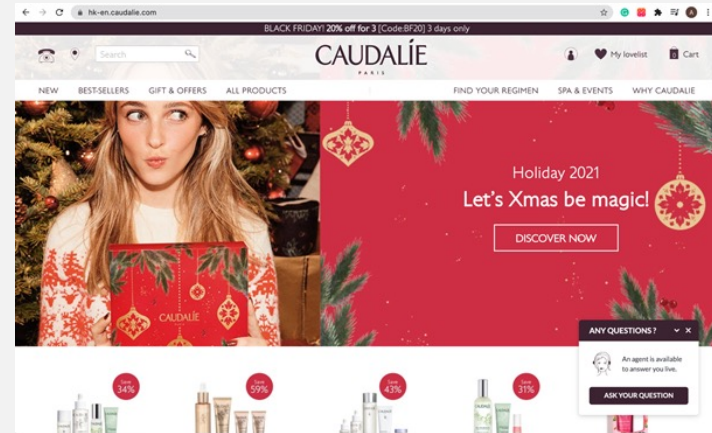
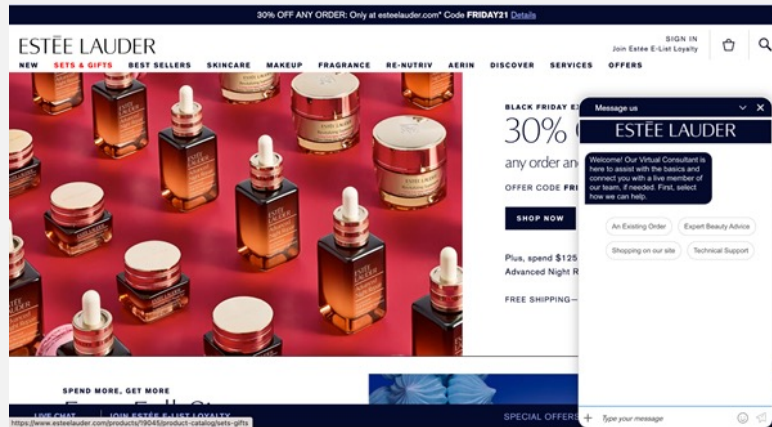
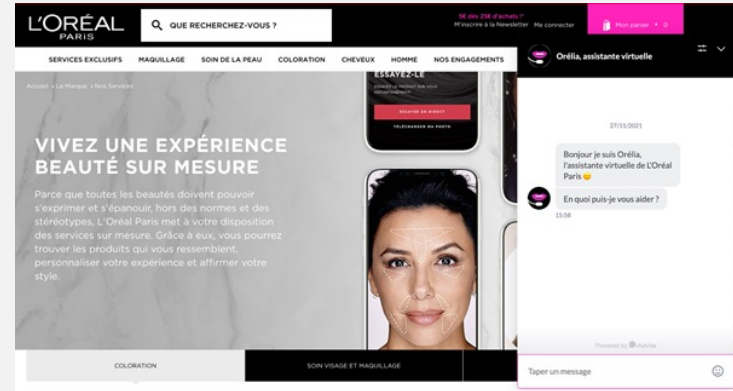
### ❖ **How it improves Digital marketing actions**

It is expected to improve Customer Service Satisfaction. The Chatbots provide a quick response to users who need customer assistance with questions that do not require complicated answers. They are available 24/7. They can move the customer down the information funnel quicker to match their need to a resource. With intelligent design, a customer service chatbot will be programmed for when to seamlessly transfer the customer to a live customer service agent or schedule a call back when one is available.

Chatbots also enhance your brand engagement. They allow us to get connected with more customers, start more conversations, which improves customer experience and builds a deeper rapport with customers.

## ❖ Examples from other companies:

In companies like Estee Lauder, Caudalie and L'Oréal, chatbots technology has been well used. Besides letting users write the questions by themselves, the chat box also provides suggestions, namely categories of questions and common problems that users can select to save their' time.



THANK  
YOU!

