



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

CUSTOMER
ENGAGEMENT – COMME AVANT

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CUSTOMER ENGAGEMENT – Comme Avant



Source: FreePik

Category – Key words	Sustainable products, customer engagement, eco-friendly
Who?	Comme Avant
Location	Les Pennes-Mirabeau, near Marseille, South of France
Years of implementation	2017- now
Website	https://www.comme-avant.bio/



Abstract

Reason for the initiative

Comme Avant is a French company specialized in organic cosmetics.

In 2016, a family had their first baby and started using products labelled as “natural” and “organic”. Even after using those products, their new born had eczema. The parents, after doing some research, begun to create and produce their own soap made from raw products without any endocrine disrupters and realized that their baby's eczema disappeared. After being encouraged by their family, they decided to start a company of eco-friendly cosmetics and later added the production of t-shirts from natural materials such as cotton and linen.

Objectives

Their objective is to fabricate products as natural and organic as possible from raw and essential materials with the least amount of production waste.

In Comme Avant, transparency prevails in the manufacturing of their products. Every step and every material is described in the label, which is not “glued” to the packaging but directly printed on the recyclable material, a cardboard box from sustainable forests and the ink used is also eco-friendly.

Comme Avant wants to show how customers can do small responsible choice by buying products that will last longer and will leave less waste on the planet.

Process of design and implementation

Comme avant started with soap and now sells multiple eco-friendly products from soaps, solar cream and recently begun a production of t-shirt made in cotton and linen. Their production is based in the South of France, near Marseille.

On the company's website customers can see the different steps made to achieve a product of excellent quality (on the packaging the different version of the product are mentioned). The company took into consideration the customers' perspective on how they could improve the products that will be used by the customer itself. By including the customer's feedback and making the changes suggested, Comme Avant, builds up customer loyalty and engagement.



Concept Addressed

"Customer engagement is the means by which a company creates a relationship with its customer base to foster brand loyalty and awareness."

Here, in this case, the company grew the customer engagement through two things: on a digital side (their social media accounts and blog) and also through the transparency of their production.

Their initiatives also play a role in this engagement such as for example to celebrate their 200 000 followers on their social media, they launched an event called "one product bought = 1 product donated to "Dons Solidaires" (an organization that redistributes donations that are non-food products to 600 partnered organizations in France).

Through this kind of initiatives, the customer whom in the first place buy its products because of the shared moral and ethical values with the company but in this case also have an impact as a citizen in a society, by helping others.

Relevance

Added value of the action

- o Donate

The company initiated a Fund regarding the preservation and protection of biodiversity by encouraging the natural recovery of environments by fauna and flora.

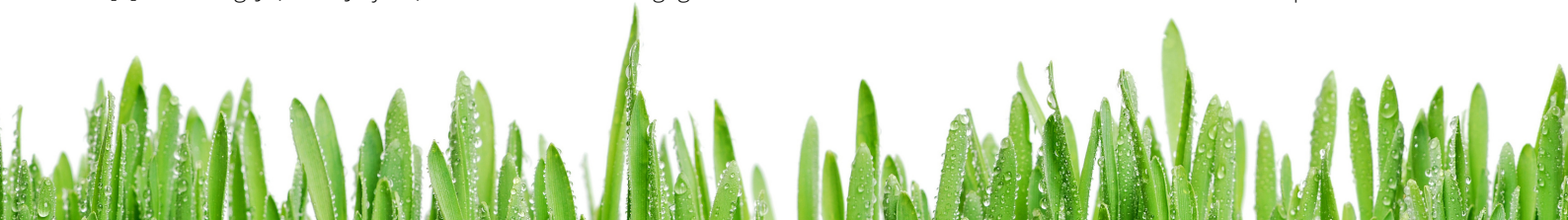
This Fund will also contribute in raising awareness regarding the environment and sustainable development and healthier lifestyles.

The Comme Avant Company each year donates part of their profits to this fund.

Challenges

- o Be true to your values, implement them through your actions. True commitment comes from the company first.
- o Keep customer engaged on a long-term basis (see tips below)

[1] Biscobing, J. (2017, July 31). What is customer engagement? - Definition from WhatIs.com. SearchCustomerExperience.



Accreditation

Certification of their products

Vegan Society; Slow Cosmétique; Cosmos Organic; Ecodétergent Ecocert

Tips to implement

- o Be active on social media , on the company's different accounts (Facebook, Instagram, Twitter) exchange with customers and take into consideration their suggestions and comments for your production
- o Choose brand ambassadors that represent and share your values , which have their own community and followers and whom could become potential future customers
- o Transparency is an important factor to customer engagement ; to build up customer loyalty, show the behind the scene of your production, present among others the difficulties that you might have encountered and how did you manage to overcome them, how did you find a solution
- o Organize initiatives and/or conferences for customers regarding topics that revolve around your company values and issues that it defends

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