

Executive Summary

AI-Powered Beauty Advisor Training Tool (Hackathon)

Context & Challenge

L'Oréal China manages a large-scale Beauty Advisor (BA) workforce of over 100,000 in-store sales professionals. While classroom training sessions occur regularly, BAs have limited opportunities to practice real customer conversations, receive personalized feedback, or prepare for less common customer profiles. Trainer-to-BA ratios (1:50+) further limit the ability to provide consistent 1:1 coaching.

Hackathon Objective

Design and prototype a mobile-first AI training tool that enables Beauty Advisors to practice natural in-store customer conversations, validate product and process knowledge, and receive immediate, actionable feedback — without relying on trainers.

Target Users

- 1 • Beauty Advisors (new and experienced) working in physical retail environments
- 2 • Trainers and HQ teams as future scenario designers (out of MVP scope)

Core Insight

Effective Beauty Advisor performance is driven not by memorizing product information, but by the ability to diagnose customer needs, explain solutions clearly, and recommend appropriate routines within a 3–5 minute interaction. The tool therefore focuses on practice and feedback, not content consumption.

Hackathon MVP Scope (Phase 1)

- 1 • Avatar-based AI role-play simulating real in-store customers
- 2 • Brand → Product → Scenario selection by the BA
- 3 • Natural language conversation (text-first, voice optional)
- 4 • Immediate feedback based on L'Oréal trainer evaluation criteria
- 5 • Simple, Duolingo-inspired mobile UI for 3–5 minute practice sessions

Customer Avatars Covered in MVP

- 1 • Urban Middle-Class “Value-Upgrader” Women (28–40): Core revenue driver, routine upgrade scenarios
- 2 • Gen Z “Proof-First” Beauty Explorers (18–24): Trend validation and entry-level product decisions
- 3 • Derm-Focused Skincare Buyers: Sensitive/repair needs requiring precision and compliance

Evaluation & Feedback Logic

AI feedback is aligned with existing L'Oréal trainer rubrics and simplified for scalability. Each interaction is evaluated across three dimensions:

- 1 • Process Compliance: Greeting, need confirmation, appropriate close
- 2 • Professional & Diagnostic Ability: Need discovery, product knowledge accuracy, solution logic
- 3 • Expression Quality: Politeness, clarity, fluency

Success Metrics (Phase 1)

- 1 • BA confidence in handling unfamiliar customer scenarios
- 2 • Frequency of voluntary practice sessions
- 3 • Reduction in basic product or process errors

Post-Hackathon Roadmap

- 1 Phase 2: UX improvements, HQ-designed scenarios, promotion-aware simulations, mobile optimization
- 2 Phase 3: Multi-language support, brand storytelling, advanced AI insights, ethical/compliance safeguards

Strategic Value for L'Oréal

This solution transforms existing training assets into a scalable, AI-powered practice engine. It bridges the gap between classroom learning and in-store performance, enabling consistent beauty consultation quality across brands, channels, and regions — at the scale required by L'Oréal China.