



Case Study

# LUSH FRESH HANDMADE COSMETICS

Since its inception in 1995, Lush has grown to become one of the most recognized names in the beauty industry. The core of their business is based on a refusal to accept the status quo and the belief that there had to be a better way to create handmade, fresh cosmetics with a much smaller impact on the environment.


Today, Lush is a household name with over 10,000 employees around the globe and they have been a SwipedOn customer since 2019.

We caught up with Joshua from the Digital Services team to find out why they chose SwipedOn over a number of other workplace sign in systems available and the benefits they have seen since implementing it.

Read on to find out more.



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 **LOCATION**  
Dorset, UK

 **INDUSTRY**  
Cosmetics

 **EMPLOYEES**  
10,000

Challenge

## Transforming the reception

**Tell us a little about your previous visitor management process?**

Before we started using SwipedOn, we had a paper visitor book where guests would write down their details. Our receptionist would then have to locate the correct host and notify them that their visitor was here.

**What were the challenges you faced that drove the need to replace your paper visitor book?**

One of our core values is that we believe ethical practices should be business as usual and reducing our environmental impact is a large part of that.

We were looking for a new system that would allow us to save on paper waste & improve our data privacy practices for storing and destroying data when it is no longer needed.



## What were the top priorities when you were looking for a visitor & employee management solution?

One of the most important things for us was finding a brand that aligned with our company's digital ethics and at the same time could provide a user-friendly and easy-to-use way to manage our visitor experience.

## You came to the right place, we're continually voted easy-to-use by our customers! What results did you notice by implementing SwipedOn?

Rolling out the SwipedOn sign in system totally streamlined the visitor management process at Lush.

The system enables us to have total visibility of our operations by being able to monitor who is on the premises across all our sites through a centrally managed portal.



Being able to have locations set up differently is really helpful as they have unique requirements.



## Solution

# Why SwipedOn?

## We know there are some different visitor & employee management solutions on offer, what was the main reason your company chose us?

As mentioned, our top priority was to find a brand that fit well with our own business ethics & values. The fact that SwipedOn helps us reduce our environmental impact with less paper waste and also plants native trees for every new customer was what set SwipedOn apart from the other systems.

## Which SwipedOn features does Lush find most useful?

- Easy visitor sign in
- Employee in-out
- Multi-location & roaming
- Customization
- Custom visitor fields
- Remember visitors
- Auto sign out
- SwipedOn Pocket App
- Contactless QR sign in
- Screening questions



## What a list! Is there any in particular that stand out or do they all play an important role in automating workplace management processes?

We use the **sign in questions** in our R&D environments to ensure that any site-specific health and safety requirements are adhered to.

**Contactless / QR sign in** is great for reducing the number of people that need to touch the tablet which also reduces the number of times the device needs to be cleaned.

The **auto sign out** feature is great for those employees and visitors who forget to sign out.

**Multi-location & roaming** are really useful for us as we have a number of different sites all within close proximity where we move around frequently. Being able to have different locations set up slightly differently is super helpful as they have different requirements.

We love the option to customize the branding and really make the system feel like it's unique to us.

Benefit

## Operating during the pandemic & beyond

**When COVID-19 hit, did SwipedOn help Lush remain operational? What did you find most beneficial during this time?**

Definitely, two of the features that helped us the most at this time were contactless sign in and the SwipedOn Pocket app.

Both enabled us to have visitors and employees sign in without the need to touch any shared surfaces, helping us reduce the potential risk of spreading COVID-19.

**That's so great to hear, our product team pivoted when the pandemic hit, making contactless sign in a priority. Has Lush adopted a hybrid approach in the wake of the pandemic? Are there any SwipedOn features that help with this?**

We do have a hybrid approach now so the SwipedOn Pocket app is a great option as staff can easily sign in from wherever they are working that day, and we still have the option for employees to sign in on the iPad if that's what they prefer.

**What would you tell other businesses who are considering SwipedOn as their visitor management solution?**

The whole system is a really easy-to-use application that requires no employee training to get it up and running and it helps to reduce your business paper waste, win-win!



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It really helps to make the system feel like it's unique to us.

**Joshua**, Digital Services

### Challenges:

- Reduce paper use and manage data safely and securely.
- Paper visitor book sign in was a slow and manual process.
- Provide a hygienic way for visitors & employees to sign in during the pandemic.

### Results:

- Reduced paper waste and smaller environmental impact.
- A compliant way to manage visitor data with an intuitive system.
- Total visibility of what is happening across different locations.

**swipedon**

To find out how your workplace can benefit from SwipedOn

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