

predictive  success

Founded in 1998 as one of the pioneers of South Asian beauty, Vasanti Cosmetics began as a story of sisterhood. Driven by the lack of representation in the beauty industry, Vasanti Cosmetics launched their first three products over 20 years ago with inclusivity in mind from the start. They quickly became a coveted Canadian beauty brand that deliver high quality skincare and makeup products for all skin tones, types, and ages. With products in over 200 retail stores across Canada and a new focus on their digital presence, Vasanti Cosmetics continues to stand out among the ever-growing beauty and skincare industry.

WHY PREDICTIVE SUCCESS?

After seeing brick and mortar sales drop by more than 60%, Pinki Gosal, President and Co-Founder of Vasanti Cosmetics saw a reason to reevaluate her team and business, which opened her eyes to a need for more reliance on sales in the digital space. Using the results of the teams Behavioural Assessments, Pinki strategized her team and was able to play to the strengths of each employee, knowing who to give more or less to given the added stressors the pandemic brought with it. Implementing The Predictive Index saved Pinki time from going through resumes, training, and finding the right fit - ultimately **resulting in an improvement in employee efficiency of more than 50%.** "

50%**INCREASE IN
EMPLOYEE EFFICIENCY****20%****GROWTH
IN ONLINE REVENUE**

PIVOTING IN A TIME OF UNCERTAINTY

After seeing the need for more reliance on the digital marketplace, Vasanti Cosmetics upped their online presence and used the Predictive Index (PI) System® delivered by Predictive Success to build an entire marketing team with expertise in online retail and marketing. Re-strategizing the team with the Predictive Index (PI) System® delivered by Predictive Success helped the business **grow online by more than 20%**. In addition to this strategic pivot the business overcame during the COVID-19 pandemic, Vasanti Cosmetics quickly made the decision to halt all cosmetic manufacturing back in April and shift into the much-needed production of hand sanitizer. Launching a campaign to showcase frontline healthcare workers called #WeSeeYou, Vasanti Cosmetics also donated care packages to healthcare workers including their best-selling skincare products in response to those experiencing skin irritation due to constant use of masks and facial coverings.

THE SOLUTION

With the future of retail uncertain, Pinki stated that using The Predictive Index allowed her to be more reliant on online business moving forward. She also mentioned that by playing into strategy, they were able to go all in on the online aspect of their business and put the right positions in place to keep sales going. As a smaller player in the beauty industry, Pinki says that Vasanti Cosmetics can stay nimble and adjust quickly when times are uncertain. Above all, Pinki credits the Predictive Index (PI) System® delivered by Predictive Success for helping to take any biases of race, gender, or age out of the recruitment process. As a tool for review, senior leadership at Vasanti Cosmetics use the Predictive Index to check in with managers, which has helped in building a more structured and stronger way of communicating with staff of all levels, increase revenue for the business, and allowed Vasanti Cosmetics to thrive in a saturated digital marketplace.



"I am proud to say using The Predictive Index helps us to take away any biases of race, gender, or age out of our recruitment process."

**Pinki Gosal, Co-Founder,
Vasanti Cosmetics**

