Case Study

GAIA AI Assistant Adoption

Powering live commerce & real-time product advice for Cetaphil & Benzac

GALDERMA

The Client Profile

Lingaro partnered with Galderma, a global leader in dermatology and pharmaceuticals known for brands such as Cetaphil and Benzac, on a strategic project across APAC and JPAC. To stay competitive in these markets, Galderma used AI to accelerate personalized, omnichannel engagement, with a strong focus on live commerce.

Challenge

The healthcare and beauty industry continues to shift. As customer expectations rise, consumers expect instant, accurate answers, and authentic content. Livestream e-commerce drives this shift and is projected to reach about $258.8B by 2034 in Asia-Pacific.

$14.9B	$258.8B
in 2024	in 2034

Galderma faced three execution challenges:

- **Live commerce acceleration:** Drive immediate sales in real-time on livestream platforms by providing faster, and more accurate responses

- **Scaling localized sales enablement:** Deliver consistent product Q&A to Galderma associates—enabling them to provide a high level of support

- **Faster field enablement:** Accelerate time-to-value for Galderma sales associates through personalized onboarding

Solution

What is GAIA? GAIA is an AI platform accelerating Galderma's digital commerce growth in JPAC by empowering TikTok streamers and internal teams with rapid, accurate product knowledge, significantly boosting sales, engagement, and operational efficiency across the omnichannel journey.

Why it performs well:

- **Design:** Human-centric UX and UI design tailored the assistant for live social commerce. The experience fits real-world workflows and supports fast, confident daily use across teams

- **Domain:** Deep pharma domain expertise and client-specific intelligence informed the solution from the start. As a global dermatology leader, Galderma operates under strict security, compliance, and regulatory requirements. This domain understanding shaped the platform from day one, before any features were built

- **Adoption:** GAIA isn't just being built and abandoned. Lingaro is actively driving an adoption-first model that fosters awareness and incorporates on-tool training capabilities. We also set a measurement framework to assess its business impact

Galderma teamed with Lingaro to equip TikTok streamers and commercial teams with quick, reliable product knowledge for live social commerce.

They aimed to **scale GAIA into an omnichannel AI assistant** for real-time Q&A, unified product training, and rapid onboarding.

Disclaimer: The assistant provides brand-approved, non-medical product information and does not replace healthcare professional advice.

GAIA

AI ASSISTANT

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Impact

Lingaro was able to measure and attribute the value created by using GAIA in social commerce and onboarding. After launching GAIA and its adoption framework, Galderma saw strong results across regions, with GAIA becoming part of daily work. The platform integrated smoothly with existing digital ecosystems and scaled across brands, enabling enterprise-wide AI adoption.

Galderma improved core capabilities, including:

- **Real time Q&A** during livestreams on TikTok and other platforms

- **Globally scaled product education** with consistent quality across markets

- **Built in governance** and compliance in workflows

+10%	15x	4.5/5
sales uplift during livestreams	faster onboarding	industry recognition rating

"Lingaro helped Galderma turn AI into a real-time social commerce enabler, accelerating adoption and scaling impact across our digital channels."
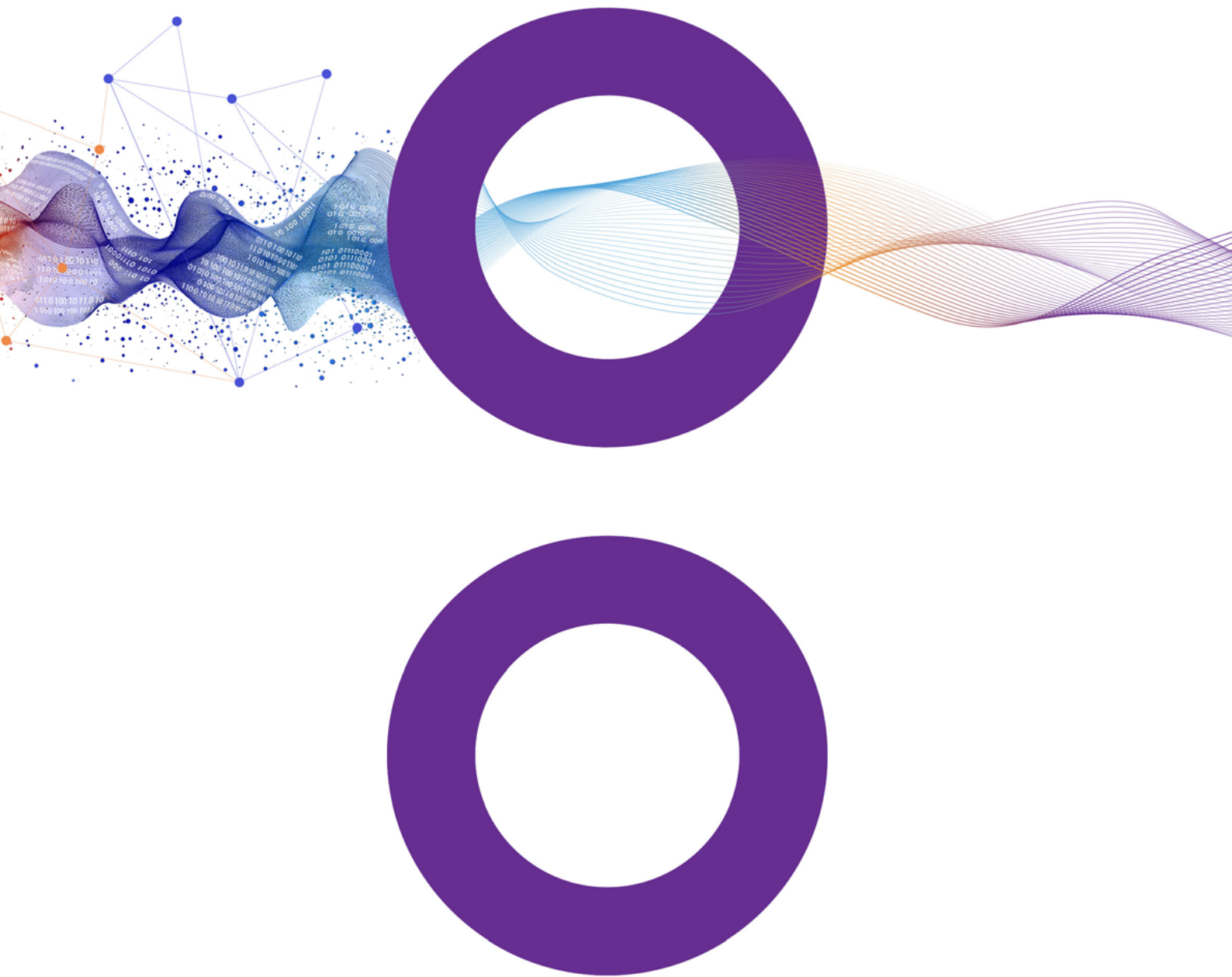
Murat de Picciotto
Global Head of E-commerce at Galderma

Discover how a structured AI adoption plan drives business uplift, improves productivity, and turns early pilots into measurable results.

Fill out the form to schedule a discovery call with Lingaro's AI adoption experts.

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