

## Reinforces its customer satisfaction policy



### In figures...

The Auchan Group:

- 1197 hypermarkets and supermarkets in 12 countries
- 209,000 associates
- Turnover 2008: 35 Billion Euro

### Context

To customize the relationship through direct contact between the teams and customers in a multi-channel communication policy

### Challenge

To humanize the relationship to the maximum in order to understand its customers better and to build customer loyalty

### Solution

Coheris CRM 4.0 for the Web

### Benefits

- Better responsiveness
- Controlled response times
- Customers who feel valued
- Enhanced customer database to realize powerful targeting actions

To achieve a customer satisfaction level hitherto unmatched in the retail sector in Europe, Auchan France opted for the Coheris CRM software. We got: Management of all interactions and contact opportunities with our customers in a multi-channel context (telephone, mail, E-mail, Internet, direct contact at stores). A large scale project with the objective of developing dialog between all Auchan teams and their customers.

In an environment where its customers are becoming more and more demanding and also more volatile, the Auchan Group is doing its best to know and to serve them better.

*"To be able to listen more and more to our customers is a major ambition of Auchan. We are convinced that it is our increased mobility to understand and to convert the demands of our customers into products, solutions or services that will make the difference" declares Jérôme Desreumaux, Director of Customer Relations.*



At the beginning of 2007, Auchan France decided to review in depth its overall approach to customer relations. "We wanted to customize to the maximum the relationship through direct contact between our teams and our customers, regardless of the channel" he continues. In this perspective, the Group invited bids from CRM software leaders in the market. After more than one year of study, we selected Coheris both as publisher and global integrator, to assist the Group in the complete overhauling of its customer-oriented application architecture.



*"We were attracted by the ergonomics of the Coheris CRM software and its openness to our information system. It offers real flexibility for adaptation to our organization. Moreover, Coheris has the knowledge and several references in retail. A big asset in our selection", summarizes Frédéric Crépin, Manager - Customer Contacts in DSI.*

### Challenging methodology

For the strategic and large scale project, Auchan France relies entirely on the Coheris methodology, managed by professionals in the field and formulated as part of the quality plan respected by all teams. After an initial audit phase, then interface configuration and development phase, the Management decided to test the solution on three sites:

- a prototype store,
- Auchan.fr, the online shopping platform,
- the call centre that receives mails from customers and assigns them to the appropriate contact person of a store or a service via the Coheris CRM software tool.

### Modular and multi-channel software

The Coheris CRM software suite is organized around a modular architecture.

In addition to the standard software layer, comprising all the "business" functions of customer relationship, Auchan chose the new version of the E-mail module. This module ensures an interface in real time between Coheris CRM and the customers who made their requests via electronic mail or through direct entry on the website, via web forms.

"If one of our customers wants to acquire information, make a complaint or any other request, we want to put the customer in direct contact with the head of the relevant section, regardless of the channel he uses: E-mail, telephone or mail" indicates Jérôme Desreumaux. The E-mail module immediately detects any incoming message and inserts the information in the database (creation of a customer file, if it pertains to a new contact person, or an event associated with the existing customer file, if the customer is known). A workflow then manages the processing steps of the request: routing to appropriate recipients, time management and alerts on delays, production of documents etc...

"There is still a little time, the customer relationship was managed in a homespun manner with a signature file and photocopies. We had no means to control the response times for our customers. Today, we often meet customers who are touched and appreciate receiving a personal reply from a real contact person" confides the Director.

### Solid database for marketing actions

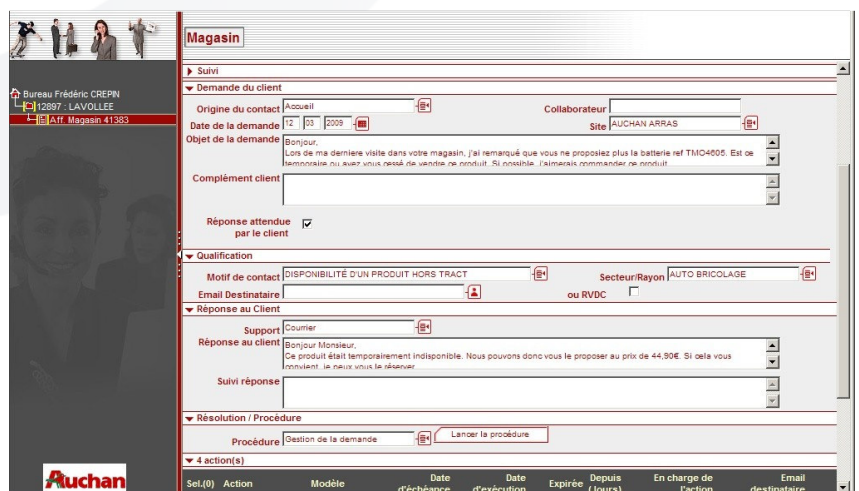
In the short term, the retailer is preparing the deployment of Coheris CRM for all its 116 hypermarkets in France and the training of more than 230 persons. "Our objective is to render each of our sites autonomous in facilitating dialog with our customers.

In parallel, we would like to capitalize on the knowledge of these exchanges to realize more targeted actions for our customers and to even launch associated outgoing communication campaigns" explains Jérôme Desreumaux.

And to conclude: "The implementation of innovative customer relationship services is underway. This is due to a battery of tests, a consultation approach, shared experiences, gradual enhancement of services implemented and a common desire to innovate that the collaboration initiated with Coheris will fully bear its fruits over time".

### BENEFITS

- BETTER RESPONSIVENESS
- CONTROLLED RESPONSE TIMES
- VALUED CUSTOMERS
- ENHANCED CUSTOMER DATABASE TO REALIZE PERFORMING TARGETING ACTIONS



The screenshot displays a web-based form titled "Magasin" (Store) for managing customer requests. The form is organized into several sections:

- Demande du client (Customer Request):** Includes fields for "Origine du contact" (Origin of contact), "Date de la demande" (Request date), "Objet de la demande" (Request subject), and "Complément client" (Customer complement). A "Réponse attendue par le client" (Response expected by the client) checkbox is checked.
- Qualification (Qualification):** Features a "Motif de contact" (Reason for contact) dropdown menu and a "Secteur/Rayon" (Sector/Department) dropdown menu.
- Réponse au Client (Response to Client):** Contains a "Support" dropdown menu, a "Réponse au client" (Response to client) text area, and a "Suivi réponse" (Response follow-up) dropdown menu.
- Résolution / Procédure (Resolution / Procedure):** Includes a "Procédure" dropdown menu and a "Lancer la procédure" (Launch procedure) button.
- 4 action(s) (4 actions):** A table at the bottom with columns for "Sel.(0)", "Action", "Modèle", "Date d'échéance", "Date d'exécution", "Expiree", "Depuis (Jours)", "En charge de l'action", and "Email destinataire".

"To each customer demand, a fully customized response"