



CARREFOUR CASE STUDY

INNOVATING DIGITAL EXPERIENCE FOR RETAIL

THE CUSTOMER

Pioneers in the development and deployment of the hypermarket store format, Carrefour is established in 34 countries. Since this French giant was established in 1972, their main growth strategy has been based on a strong international policy who led Carrefour to become the first large retail distribution group in Europe and the second at global level.

While they have been awarded several times thanks to their CSR projects, Carrefour's prime aim is to gain customers trust and fulfill their needs and expectations, and this goal is the responsible for Carrefour overall leadership. As a consequence of this on-going concern to provide the best purchase experience to customers, every day's job is addressed to this commitment on clients' satisfaction.

THE CHALLENGE

Carrefour wants to develop a new concept of a digital and connected point of sale. To accompany the consumer in the purchase process, enhance their experience and strengthen their bond with the brand, the company decides to invest in a comprehensive digital signage project, named WOW project.

The omnichannel character that improves digital signage becomes a central goal in the digital marketing strategy of the company. Carrefour wants a new customer communication: direct, multi-channel and effective.

Carrefour drives the opportunity to communicate with the client at the time of the purchase as well as provide information to optimize purchases and boost sales. Therefore, the main challenge of the project is determined by a perfect implementation, management and maintenance.

THE SOLUTION

Carrefour is committed to developing the digital experience using Digital Signage in its centers and relies on Neo to carry out the project.

Neo is responsible for procuring, installing, configuring hardware and software throughout the Spanish territory rollout. Likewise, it is also responsible for the content management and the technical maintenance of the entire system.

TECHNOLOGY:

- ▶ **"Benefits" Videowall:** At the entrance to the store, showing the key messages of Carrefour.
- ▶ **Client area:** large format touch screen with catalog of promotions and floor plan. It is completed with another screen showing queue tickets and customer service messages.
- ▶ **"Extended supply" touch screen:** large touch screens with full information of all available product selection (at warehouse, not only in the store) in specific area: mattresses, fitness and bazaar. From them customers can request the presence of a salesperson and in the future purchase items.
- ▶ **"Electro" touch screen:** similar to the solutions described above, but larger (75 ") with extended range of electrical appliances.
- ▶ **Winery touch screen and Babycare touch screen:** specific targeted buying guides, including somelier capabilities.
- ▶ **Ceiling mounted screens for Fresh products:** Consists of large monitors with displaying recipes and cooking tips and also queue information in the meat, fish, seafood and take away areas.
- ▶ **"Single Row":** specific solution for cash registers area, which notify the next ticket in a single queue.



STRATEGY:

- ▶ As experts in digital signage in retail, Neo creates a complete digital marketing strategy, in which includes the following elements:
- ▶ **Marketing and communication objectives.**
- ▶ **Integration with other channels of corporate or commercial communication.**
Given that this is an omnichannel project, is a priority to include social activity or the app Carrefour networks. Specifically, My Carrefour has for example the queue management function on mobile phones that has been integrated with the solution at the point of sale (monitors and ticket dispensers).

Optimizing the use or purpose of each bracket.

For the correct development of all processes, Neo works closely with the IT department and the digital marketing department of Carrefour.

In this way, the client Carrefour enjoys an innovative and interactive point of sale. The catalog query and the stock through the screens helps organize the purchasing process into sections such as kitchenware, appliances or electronics. Similarly, the integrated queue management and real-time information and access to promotions allow consumers to optimize their time and money. The new features are designed to improve the experience of each consumer and encourage multichannel customer communications.



WHY NEO ADVERTISING?

Thanks to the experience and success cases in the comprehensive integration of digital signage projects with large corporations, Neo has the creative and technical know-how for the conceptualization and implementation of the entire digital retail project in Carrefour Spain.

Since the early stages of the project until the full implementation, Neo has conducted with professionalism and rigour the consultancy work and the overall implementation. In order to meet those objectives, Neo has a team of technical experts in digital signage and marketing and communication professionals who develop the best contents for the customer channels. The main objective: to achieve outstanding channels for the audience.

