

# How the Fashion Retailer Maison 123 Improved Consistency Across Its Store Network



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Laurent Brangeon, Retail Director of Maison 123



## About

Maison 123 is a fashion brand and part of the French retail group Etam. The Etam Group contains 3 fashion retail brands and has 4,300 stores in 40 countries. Maison 123 is the group's premium brand with 305 stores worldwide, including 175 in France.

## Challenges

Maison 123 has a dynamic in-store visual and marketing strategy: windows and in-store displays are updated every 1 or 2 weeks. As each store team has different visual merchandising knowledge and skills, there were disparities in the quality of execution and, as a result, a lack of consistency across stores.

With 10 regional managers and 2 visual merchandisers for the entire store network, field teams needed 1 to 3 weeks to validate the implementation of visual merchandising guidelines in every store. For this reason, poor execution was often corrected too late.

Maison 123's retail team wanted to improve compliance in-store and ensure a consistent shopping experience across their store network. They required a solution that would enable them to monitor the execution of their VM guidelines and promotions, in real-time.

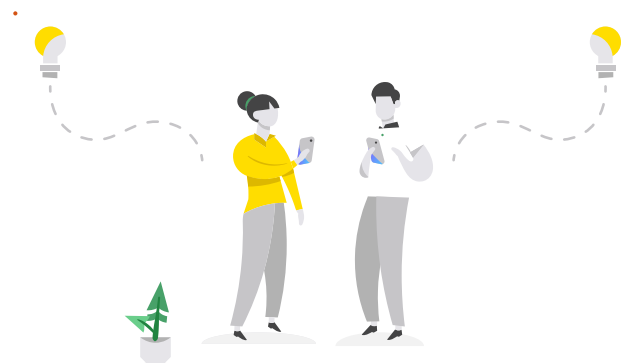
Maison 123's team also wanted a solution allowing them to collect data more easily from stores. The marketing team struggled to take inventories of the POS materials and store equipment in every store. To get an overview, it was taking them more than 10 days to collect and process the information.

## The Solution with YOOBIC

It was essential that the chosen solution was user-friendly and required little training ensuring that it would be quickly adopted and easy to use for store associates. That is why Maison 123 chose YOOBIC.

YOOBIC has been deployed in all of their 175 French stores. The solution is also used by their 10 regional managers, 2 visual merchandisers and the retail, visual merchandising and marketing teams at HQ. They use YOOBIC for 2 main activities:

- Monitoring the execution of promotions and VM guidelines in-store and correcting issues in real-time.
- Enabling marketing teams to rapidly take inventory of store equipment and POS materials.



## Stores

For each VM update or promotional campaign, store managers receive the guidelines in the YOOBIC app and take pictures to confirm they have been implemented. They can also complete marketing materials and equipment checklists in a few clicks for the marketing team.

## Regional Team

The regional managers and visual merchandisers in the field receive the photos of windows and in-store displays on their YOOBIC app as stores complete the implementation. They are able to verify the compliance to guidelines remotely and can comment on photos to identify errors that need to be corrected or suggest areas of improvement.

## Head Office Teams

From headquarters, the retail and visual merchandising teams can monitor stores compliance with the in-store strategy and track key metrics on the YOOBIC dashboard. They get detailed compliance analysis per region and per store. They also receive all photos taken by stores so they can evaluate the appearance of VM in-store and identify best practices.

Laurent Brangeon, Retail Director of the brand, explains: 'It was impossible for us to measure, with precision and speed, the execution of our guidelines in-store. Thanks to YOOBIC, we now have a global and immediate overview of compliance. We have increased the quality of execution and the consistency across our stores but we have also improved communication with our store and field teams.'



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# Benefits and Results

By using YOOBIC, Maison 123 was able to:

- **Monitor Stores' Compliance More Efficiently**

While it was taking up to 3 weeks for regional managers to check all their stores previously, they can now do it immediately and remotely. Laurent Brangeon says: 'With YOOBIC, our regional managers are now able to control the implementation of guidelines in all their stores, remotely, in only 2 hours. During their store visits, they have more time to work with store teams on other subjects such as customer service.'

- **Improve Consistency Across Stores**

Because HQ teams now have a global and immediate overview of compliance and can easily correct problems, Maison 123 has seen an increase in the quality of execution in-store. Consequently, the customer experience is now consistent across their network.

- **Enhance Interactions Between Regional and Store Teams**

Via the YOOBIC app, it's easier for regional managers to communicate with store teams. They can send them real-time feedback and advice.

- **Save Time to Complete POS Material and Store Equipment Inventories**

It historically took up to 10 days for the marketing teams to undertake their store equipment and POS materials inventories, as they had to juggle hundreds of emails and multiple Excel spreadsheets. Today, they are able to collect all the information they need in only 24 hours via YOOBIC and they get automatic reports.

