celio*

How Celio increased in-store conversions by improving execution and customer experience

'YOOBIC has enabled us to digitise our operational processes and improve our agility and efficiency at all levels. We now have a real-time, high level vision of in-store execution so we are able to ensure a consistent and high-quality shopping experience across our entire network.'

Christophe Lapotre, Country Manager

About

Celio is a leading French men's clothing retailer that also has a strong international presence, with stores in 60 countries. Celio has 1,200 stores worldwide, including 560 in France.

Challenges

For Celio, delivering a uniform shopping experience across its store network is essential as they want their brand to be consistently represented in their stores worldwide. To guarantee a consistent customer experience across all stores, Celio wanted to more efficiently manage execution of visual merchandising (VM) and promotions within its network.

But tracking in-store execution was laborious and time-consuming because of fewer VM and regional teams, as well as data collation methods which were inconsistent and inefficient. Consequently, monitoring retail operations was an unstructured process and retail and VM teams didn't have an overall vision of stores' compliance.

Celio's HQ teams were looking for a tool that would simplify field and store teams' daily workflow and would help them monitor in-store execution within their store network.

The solution with YOOBIC

Celio chose YOOBIC not only because it is scalable and adaptable, but also because it is very easy for field teams to use. The solution was first deployed in 450 stores in France, and then in 150 branches internationally (Spain, Italy, Belgium, Czech Republic).
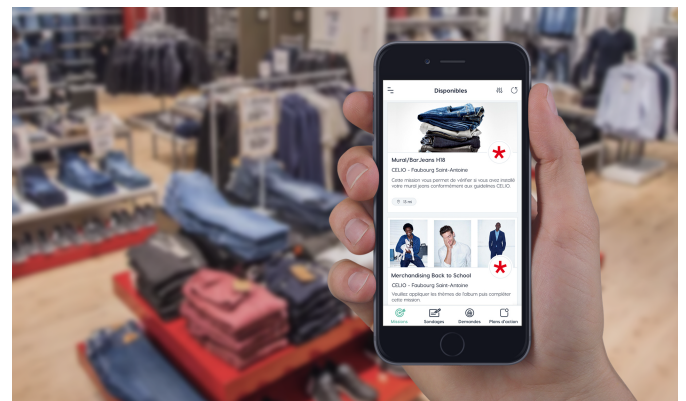
The Celio teams use YOOBIC for 3 activities:
- Completing and managing store visits and assigning action plans
- Monitoring execution in-store (visual merchandising, promotions, etc.)
- Improving collaboration and communication between teams

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Stores

Celio stores receive visual merchandising guidelines and instructions about promotions via the YOOBIC app. YOOBIC allows them to then validate their execution by taking photos. The stores also use the app for carrying out POS collateral inventories and self-evaluations.

Regional Directors and Visual Merchandisers

The regional and visual merchandising field teams use YOOBIC to complete store visit reports and share them with store teams. Furthermore, they receive photos sent by stores in real time when they implement guidelines and promotions. They can verify compliance and immediately send clear and precise feedback to each store if changes must be made. Christophe Lapotre, Country Manager for Celio, explains: *'YOOBIC has allowed us to unify our methods of collating information and saves time for our field teams. Our Regional Directors and Visual Merchandisers can therefore concentrate their time on stores that need the most help and support.'*

Head Office Teams

The HQ teams use the YOOBIC web app to distribute the guidelines to the stores. The dashboards allow them to easily visualise the activity across all stores. They receive data collected in the field in real time, they can track the execution of operations in-store, and they receive a structured report of the results of store visits.

Benefits and Results

Thanks to YOOBIC, Celio has been able to:

1. Perfect execution in-store

YOOBIC has allowed Celio to simplify the process of monitoring the execution of promotions and visual merchandising in-store.

Before, when a promotion or VM update needed to be implemented, it took at least 2 days for HQ teams to get an overview of the execution in-store. Thanks to YOOBIC, HQ teams get full visibility in just 2 hours. This allows the brand to be more responsive in correcting operational problems and to guarantee consistency across the board.

> *'All of our KPIs are increasing since the deployment of YOOBIC.'*

2. Improve customer experience and performance

Because Celio is now ensuring perfect execution across all stores , they have noted an improvement in customer experience. HQ teams have observed a significant improvement in their NPS (Net Promoter Score, i.e. indicators of client satisfaction and loyalty). 'Desirability of POS', 'Flow of Customer Journey' and 'Clarity of offer and promotions' scores have all increased as well.

Moreover, the brand has noted an increase in all performance indicators since YOOBIC was put in place. Christophe Lapotre comments: *'All of our KPIs are increasing since the deployment of YOOBIC. The number of items per receipt, the average basket size, and our conversion rates have all increased, and YOOBIC has strongly contributed to this evolution.'*

3. Increase productivity and reduce costs

Celio has been able to reduce the costs of business trips for its field teams (regional directors and visual merchandisers). Before, the teams had to travel a lot to know what was happening in the field. Today, they avoid pointless trips by tracking the deployment of in-store operations via the YOOBIC app. Furthermore, the solution has also allowed them to reduce printing costs by digitising support materials (VM guidelines/books, checklists etc.).

Finally, YOOBIC allows field teams to save time when carrying out store visits. The solution also allows them to prioritise their visits more efficiently and to concentrate their time and effort on the stores that need the most help and support.

4. Encourage collaboration between teams

The implementation of YOOBIC has allowed Celio to simplify and unify communication channels. Collaboration between HQ, regional and store teams has been reinforced.

Christophe Lapotre comments: *'As well as being a solution for monitoring and improving in-store operations, YOOBIC is a tool which strengthens cohesion between teams and accompanies us in our digital transformation.'*

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