

BUSINESS PROGRAM





Building a Digital Strategy to improve customer relationship

Train Pujet-sur-Argens Carrefour Staff to the importance of digital strategies and the use of social networks to dynamise the retail place and uplift customer relationship

DIGITIZING RELATIONSHIPS



PUT YOURSELF IN THE CUSTOMERS' SHOES

Understand customers motives, their need for social link and the place of trust in customer relationship management

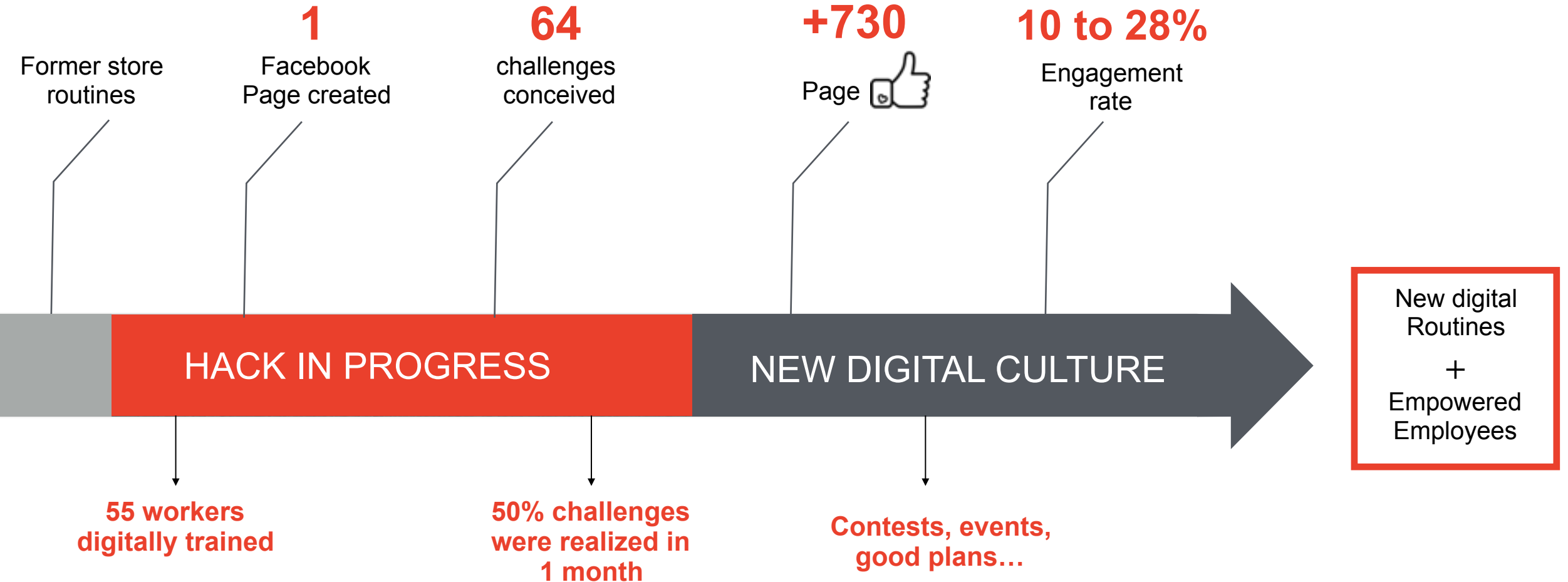
BRIDGE THE GAP BETWEEN THE STORE AND THE CUSTOMERS

Learn and use digital tools to conceive and implement a customer centric strategy to humanize relationships.

SHAPE A NEW DIGITAL CULTURE & ROUTINES

Set new digital habits that will shape the interactions between customers and retail workers. Galvanize the work dynamic and modernise the traditional image of retail stores.

SHIFTING CARREFOUR CULTURE



MEASURING THE DIGITAL IMPACT

ACQUISITION

Recruit the participants on their willingness to learn

55 workers involved in the transformation

OBJECTIVES

RESULTS



#SOCIAL

A new relation of trust and dialogue has been established between the clients and Staff

ACTIVATION

Activate a new digital mindset

50% of the projects were realized in 1 month

RETENTION

Develop a community of digital users

Team Routines created to realize weekly challenges

REFERRAL

Spread the startup mindset

Peer-to-peer transmission of digital knowledge

REVENUE

Find new revenue streams

More engagement from the customers through FB



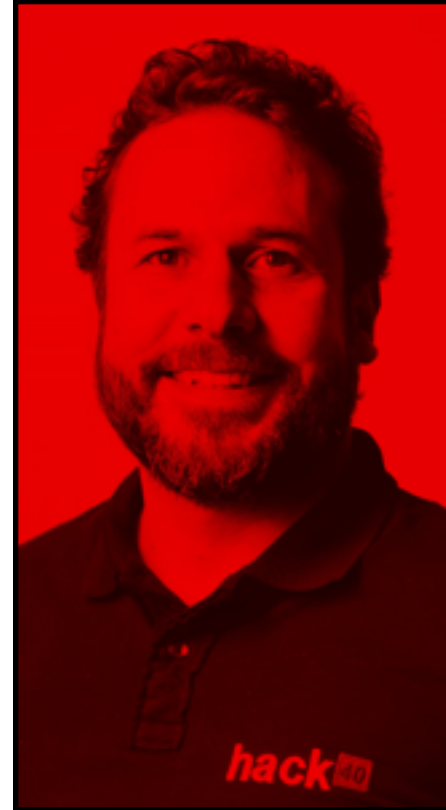
#CULTURE

A new digital culture was adopted & spread by the store members

CONTACTS



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