

CASE STUDY

FNAC - Improving the Customer Experience



A cross-channel early adopter

- Over 200 stores in France
- Acquisition of Darty in 2016
- Successful multi-channel retailing and steep rise in in-store collection (>100 parcels per day in some department stores)
- Part of the Relais Colis network that brings in additional customers

Easier collections of fnac.com purchases

- Simplifying and improving the customer experience
- Reducing queues at parcel collection counters
- Optimising the management of Relais Colis parcels
- Freeing up storage areas and improving the organisation of the sales area

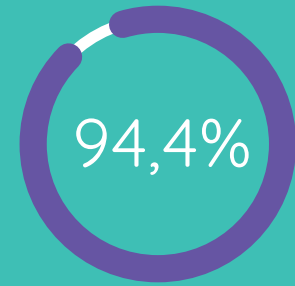
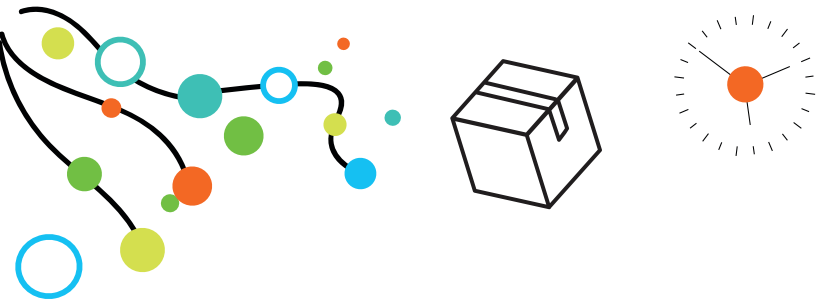
THE SYSTEM IS SET TO BE ADOPTED BY MORE DISTRIBUTORS IN THE COMING YEARS. IT IMPROVES THE FLOW OF TRAFFIC AND OFFERS CLIENTS AN INNOVATIVE SYSTEM

Mehdi Dahmani, Director of Operations at FNAC

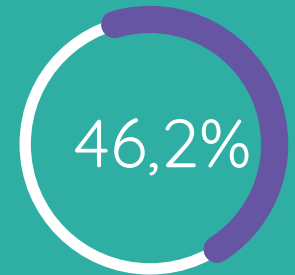


The Parcel Locker Solution

- 15 stores
- 90 to 200 lockers per store (8 to 18 columns)
- Multi-carrier solution (Relais Colis and fnac.com flows)
- A complementary offering to the standard collection counter. The lockers offer customers a quicker and more convenient collection experience to their parcels, without the wait.
- Eases burden on teams who deal with parcel management
- Management of mixed freight flows (drop-off points and internal logistics)



customer satisfaction



of parcels are collected on the same day as delivery



About SMARTECH

SMARTECH, a global leader in parcel locker solutions, extends its award-winning expertise beyond Sing and Display, Print Finishing equipment, and Mailing Solutions. Operating across Australia, New Zealand, Asia, and North America, we provide localised support and cutting-edge technology to different industries. Smart Parcel Lockers by SMARTECH are the leading providers of package management solutions for residential, commercial, retail, and university properties.

We offer a wide range of solutions, ensuring the simple and secure delivery and retrieval of packages and online orders. Our mission is to optimise business operations, reduce costs, and enhance efficiency through innovative parcel locker technology. Embrace the future of last-mile delivery with SMARTECH's commitment to excellence.



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