

Boulanger Kick-Starts Its Big City Stores with Exciting New Concept: Virtual Walls that Showcase Its Entire Product Portfolio and More

Capgemini and Intel partner with Boulanger to Create an Exceptional Customer Experience via the Applied Innovation Exchange

Focusing on the customer to create the best retail shopping experience

With approximately 130 stores and over 9000 employees, Boulanger is one of the largest electronics retailers in France. For more than 60 years, Boulanger continues to be a leader in this retail space and has extensive experience in selling devices to households across the country along with providing high-quality installation, training and repair services. Its approach is tailored to helping customers easily discover the right product and providing a unique experience which keeps customers returning to their stores.

Overview

Customer: Boulanger

Industry: Retail

Location: Paris

Client Challenges / Business Need:

With plans to establish its first urban store in a major city center, Boulanger wanted to offer its customers a large product portfolio within a very limited space.

Solution-at-a-glance:

Focused on critical technologies to help Boulanger offer its full product line without needing physical space to display or stock all of its inventory. Boulanger invested in twenty four kiosks, including four Virtual Walls—all powered by Intel® technology.

Results:

- Offered a unique, exciting and positive customer experience
- Gained advantage in an extremely competitive market
- Optimized urban footprint and access to expanded inventory through virtual merchandising



Capgemini and Intel have developed a wide range of compelling use cases to help us in our digital transformation. Being able to experience these use cases in action at the Capgemini Applied Innovation Exchange helped us identify how and where we could apply digital retail innovation in an urban store concept that would maximize our product offering and engage our customers."

Hervé Boisse
COO, Boulanger



Gearing Up for an Urban Challenge

Boulangier's traditional success has been built on a business model dedicated to operating large warehouse-like stores in suburban areas or outside urban centers in France. Focused on sites that offer less expensive real estate and greater square footage, Boulangier provides their customers the opportunity to browse and wander throughout their stores to discover and experience a wide range of products in a single location.

However, with many of its competitors operating stores in urban or city-center locations, Boulangier made a strategic decision to introduce a big city format store as well. Storefronts in city centers are typically much smaller and more expensive. With less opportunity for finding large sites and the high cost of real estate in urban centers, Boulangier faced challenges to their business model. Boulangier's new urban store model needed to address higher costs while driving four key priorities:

- **Customer:** Give customers an amazing in-store experience that also links to mobile and online sales channels for true omni-channel integration
- **Product:** Make its full product range available within a much smaller physical space and allow customers to still experience and buy from its deep inventory, beyond just the products displayed and stocked in the retail store
- **Employee:** Empower store staff to drive sales by increasing their understanding of customer behavior, providing easy access to product information, and providing easy access to product information and tools that allow them to engage customers on a personal level
- **Physical Store:** Transform the store to become more innovative, exciting, and relevant to customers to increase time in-store and help close more sales

Boulangier needed to find the right combination of technologies to create an engaging retail space; it also needed to achieve results quickly – with a commitment to establish and open a Paris city center flagship store built around the new business model in just six months' time.

Boulangier approached Capgemini for a digital retail solution that would meet its business objectives and address the challenges, create new revenue opportunities, empower employees and create a unique customer experience without compromising the product availability and service that customers have come to expect in their traditional stores.

Capgemini's Applied Innovation Exchange provides a framework for action

Boulangier executives were invited to visit the Applied Innovation Exchange (AIE) Lille, France, part of the Capgemini's AIE Global Network, to experience "first hand" the latest in digital retail technologies, and demonstrations of how they could be applied to meet Boulangier's specific needs.

The AIE is Capgemini's global innovation launch pad that leverages a framework for action, a network of exchange locations, and a high performance engagement experience together with a broad community

The Collaborative Business Experience:

The Collaborative Business Experience™ is central to the Capgemini philosophy and a pillar of our service delivery. Capgemini's work with Boulangier is enabled by Capgemini's Smart Digital Store offering, which is a framework consisting of guiding principles, methodologies, assessments, reference architecture and a series of ready-made solutions that can be used to shape, accelerate and sustain a retailer's digital transformation journey.

of designers, technologists, sector experts, business and technology companies, academics, research organizations and startups to enable organizations to proactively plan for and respond to the various technology and business shifts confronting them on a daily basis.

The AIE Lille is a key space for collectively creating innovative ideas and concepts through collaboration between Capgemini and its clients, covering e-commerce offers, big data / business intelligence, mobile, digital in-store, creative and Customer Studio 360. AIE Lille provides a coherent and comprehensive vision of the value that can be delivered to brands and retailers. In addition to its geographical location in the biggest digital cluster north of Paris, the Exchange is designed as an open innovation workplace; a meeting point between Capgemini employees, clients and the most innovative startups in the area.

Using the Capgemini Smart Digital Store framework, Capgemini consultants worked closely with Boulanger at the AIE Lille to help identify the most appropriate combination of technologies, both hardware and software, to achieve its goals and objectives quickly and effectively.

Boulanger chose to implement 24 high performance kiosks across its first city-center store in the Paris Opéra area. The kiosks feature interactive display units powered by Intel® Core™ i5 processors, and customers can use the kiosks to browse product categories, read reviews, and compare prices across a range of brands and products.

Four of the kiosks also feature a larger display in the form of a Virtual Wall, powered by Intel® Core™ i7 processors. The Virtual Wall enables customers to explore larger items such as oversized electrical appliances, even if they are not physically in the store. Customers can view various styles, models and even color combinations in “life size” formats.

The additional element in Boulanger’s strategy to become a Smart Digital Store is the use of tablet devices by its shop-floor assistants. These tablets allow staff to bring up details on specific products for customers and even process purchases from anywhere in the store – facilitating customer purchase decisions and personalized product recommendations, as well as improving the efficiency of sales staff to order and schedule product deliveries.

All three components (virtual wall, tablet, kiosks) are integrated using software developed specifically by Capgemini, enabling seamless sharing of data across Boulanger’s digital offerings. By linking the solution with its back-end systems and online presence, Boulanger has built a foundation for a growing number of Internet-of-Things (IoT) use cases in-store, and the use of business-wide big data analytics to enhance operations, better understand customer behavior trends, and create an omni-channel customer experience.



Delivering Results: Boulanger Gains New Customers Through an Urban Footprint that Creates a Unique Experience and a Powerful Competitive Advantage

- **Enhanced Customer Experience:** The Paris Opéra store offers customers a unique experience with an almost unlimited choice of products and features through the benefits of virtual walls
- **Competitive advantage:** Engaging customers with virtual walls helps the company gain competitive advantage by uniquely offering its full range of products (including those not stocked in-store) to city-center residents as well as enabling the retailer to compete effectively with its competitors in the same location
- **Urban footprint:** The Smart Digital Store solution helps Boulanger establish a solid footprint in the urban landscape with stores that offer much more in less space, and creates a new store model that is being expanded to other cities

The Smart Digital Store merges the benefits of online and physical stores to create a distinctive proposition that enriches the customer experience and empowers employees while unlocking savings, fueling new services, generating new revenue streams and creating a competitive advantage.

The Smart Digital Store

Bring the digital world into your store and open up new ways to engage with consumers, empower employees and create business value by revolutionizing store operations.

Want to discover how the Capgemini Smart Digital Store can support your unique transformation journey?

For more details contact:

Genevieve Chamard

Smart Digital Store Enablement Lead
North America, Capgemini
genevieve.chamard@capgemini.com

Revathy Rajendran

Smart Digital Store Enablement Lead,
EMEA/APAC, Capgemini
revathy.rajendran@capgemini.com

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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People matter, results count.

About Boulanger

Leading French retailer Boulanger specializes in leisure, multimedia, consumer electronics and household products. Established in 1954, Boulanger, with its 130 stores and strong online presence, meets consumer needs whether they are shopping from home or in the most popular shopping areas. Based in Lesquin, France, Boulanger positions itself around the concepts of discovery, use, and fun, and seeks to deliver innovation in both its business strategy and its products. Boulanger wants its customers to fully enjoy the benefits made available by technological advancements as customer purchasing behavior and product knowledge get more precise each day. For Boulanger, this means developing and executing on a strategy involving multiple interconnected channels, integrating both physical and online access to its products and services.

Learn more about Boulanger at:

www.boulanger.com