

VILLAGE OF STARTUPS



RETAIL SUMMIT

5th July 2018

ECHANGEUR

BY



BNP PARIBAS
PERSONAL FINANCE



Google Home



iStaging™

admo.tv

THE TV & RADIO
ANALYTICS PLATFORM



Lampix



ownest

Qopius

Retency



pop'n link

amazon echo

Google Pixel Buds

soyooz

About the village of startups...

Welcome to the **Retail Summit 2018** !

For this seminar's new format, Echangeur has selected for you 12 Startups providing innovative solutions on 3 major aspects of the customer's relationship :

- 1 A new way of consumption without commuting**
- 2 A personalized customer path based on the purchasing habits**
- 3 On the GO payment, where simple transaction outperformed**

Hopefully, the Retail Summit 2018 will bring you valuable ideas and insights to bring back with you and share across your business.

The Team of Echangeur



ABOUT ECHANGEUR...

A technological and marketing center that analyses the latest trends in retail and anticipates their impacts on commerce. Its experts help you build a best in class vision thanks to an immersive and innovative approach in customer relationship.

1

A new way of consumption without commuting



[The Brief]

Over the last few years, home is being described as the store of tomorrow.

Better at home than in a fitting line, the consumer is able to visualize, by augmented and virtual reality, the products directly on his smartphone. Also thanks to targeted advertising, the consumer receive an adapted message on his smartphone.



Launch media campaign

admo.tv
THE TV & RADIO
ANALYTICS PLATFORM



Walk in a virtual store



See how furniture fits in before buying

iStaging™



Turn your table into a tactile surface

Lampix

ECHANGEUR

BY **BNP PARIBAS**
PERSONAL FINANCE

Target the TV viewers that have the biggest interest for your brand

Ease

TV analytics

Media planning

Machine learning

PITCH

« 73% of TV viewers use an other device while watching TV. This multitasking in front of TV has created a new phenomenon: Drive-to-Web. In other words, TV spots always lead to online traffic peak, because TV viewers are looking for more information. This data is a new opportunity for advertisers because it can be tracked and analysed ! »

THE ANSWER

[Admo.tv](#) is an **analytic platform** that helps over 300 top tiers brands (Accor Hotels, Meetic, Showroomprive.com, BNP Paribas, Fnac, ...) across 15 countries to analyze and amplify the impact of their TV ads on their website and mobile apps. Today, Admo.tv is one of the fastest growing TV tech companies in Europe.

Its proprietary and patented technology of recognition in real-time, coupled with algorithms that allow a dynamic measurement of visits and conversions, enables Admo.tv to provide the finest analysis of media investments.

CONTACT THE STARTUP



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[Admo.tv](#)

REFERENCES



ECHANGEUR

BY  BNP PARIBAS
PERSONAL FINANCE

Create engaging immersive experiences with JYC



Augmented Reality

Virtual Reality

360 Video

PITCH

« Brands are now using VR and AR technologies to interact with their clients, using innovation to improve the client itinerary in real and virtual stores, and raise brand awareness. But many brands do not know where to start and which technology would work best for their consumers and use cases»

CONTACT THE STARTUP



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JYC – Los Angeles, CA, USA, with a presence in London and Paris - www.jyc.io

THE ANSWER

JYC is a development and production studio specializing in augmented reality, virtual reality and **360 video experiences**.

Using immersive experiences actionable solutions to improve the client itinerary in real or virtual stores. Thanks to our combined experience in immersive technologies, our knowledge of the AR/VR market and the corporate/media sectors, we provide our clients with the best solutions.

REFERENCES



BERKSHIRE
HATHAWAY



BNP PARIBAS
CARDIF

UshuaiaTV

ECHANGEUR

BY BNP PARIBAS
PERSONAL FINANCE

Turn your store into Virtual Reality

iStaging™

Achievement

In store experience

V-Commerce

PITCH

« Invite your customers to remotely visit your points of sale. Inspire and enrich their shopping experience thanks to our Augmented & Virtual Reality DIY solutions. Create your own new digital sales and promotional territories to bridge the virtual and physical worlds. »

CONTACT THE STARTUP



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THE ANSWER

iStaging provides two key **AR & VR** solutions merged into one unique and smart V-commerce ecosystem:

VR capture solution that enables any store owner with a smartphone to digitize a physical store in VR and share it in minutes.

AR enables retailers to convert their products into AR-enabled digital entities and empowers customers to interact with products in their own private spaces.

REFERENCES

wayfair™

P&G

COTY
BEAUTY. LIBERATED

Alibaba.com™

JD 京东
.COM

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BY BNP PARIBAS
PERSONAL FINANCE

Turn your table into a tactile surface



Achievement

Interactive Furniture

Disruptive experience

PITCH

Lampix transforms any surface into a smart surface: They make augmented reality without glasses by focusing on fixed horizontal surfaces.

CONTACT THE STARTUP



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THE ANSWER

Lampix is using a visible spectrum camera and the latest advances in computer vision. Lampix device transforms any surface into a smart surface. This allows them to detect human fingers but also objects and movement with very simple hardware. By using a projector they also create augmented reality without glasses.

REFERENCES



KONICA MINOLTA

Bloomberg

ECHANGEUR

BY BNP PARIBAS
PERSONAL FINANCE

Is the consumer ready ?



[The Brief]

Amazon customers in Portugal are a digitally engaged population: they are more connected and accustomed to online purchases than the Portuguese. Full of projects, they are planning to make multiple purchases to improve their living place



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BY BNP PARIBAS PERSONAL FINANCE

Amazon Customers

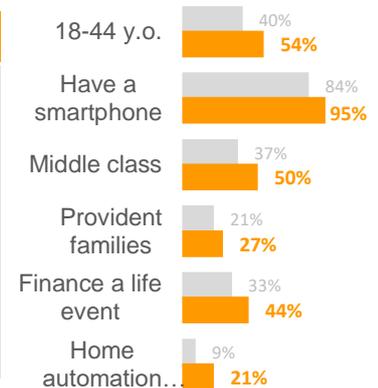
11,5 %



Middle class Employed Connected

Profile & Lifestyle

- Active couples living in Lisboa's district.
- They frequently buy on Internet in many websites: food, fashion, tourism / culture, electronics,...
- They are looking for new experiences and want to go beyond their limits.
- Accustomed to new modes of consumption: car sharing, rent and ride bikes, OLX, pick up point...



Situation

The Amazon's customers are single or in couple. **41%** have at least **1 child** (vs. 32%) and **34%** live in the **Grande Lisboa** (vs. 27%).

Financial situation

With a **higher** income per UC (**1145€** vs. 976€), they feel more belonging to the **Middle Class** (**50%** vs. 37%). They are **15%** to save on it (vs 11%).

Web consumption habits

Big online buyers, at least once a month (**72%** vs. 45%) characterized by a higher proportion of purchases for **tourism** (**62%** vs. 38%), and **electronical goods** (**64%** vs. 30%).

Life events and projects

86% of this group have projects for the next two years (vs. 74%). **28%** want to **purchase a new car** (vs 19%) and **32%** a **new electronic equipment** (vs. 21%).

Financial products

They are **bigger consumer credit** customers, especially of revolving (**22%** vs. 15%) and consolidated loans (**14%** vs. 9%), they **consider using it for their projects** (**57%** vs.. 33%).

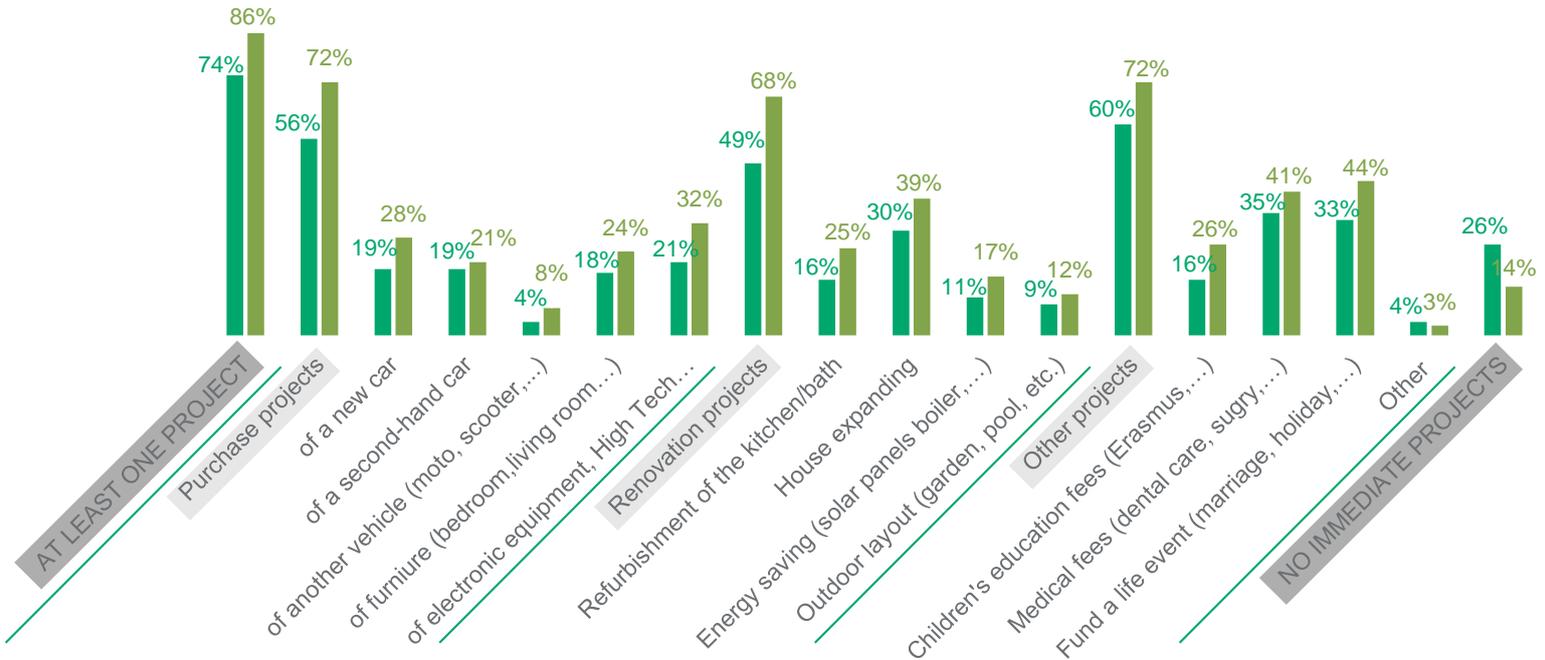
Mobile uses

95% have a **smartphone** (vs 84%), and they are used to using a **tablet** (**71%** vs. 54%).

Projects over the next 2 years

Q75: Do you (or your household) plan to carry out one or more of the projects listed below in the next two years?
 Q75B: This project requires a large amount of money, could a loan help you carry it out?

■ Portugal (n=3011) ■ Amazon (n=347)



What else ?

Drivers

Innovation

Strategic
Targets

[The Brief]

Be visible at home.

The Home ! That is where brands and retailers in all business segments are now trying to win customers over. By being in the home of their customers, they make sure they catch their attention, over a given period of time...and offer a relevant value proposition to turn it into a very appealing **EXPERIENCE**.

Create intimacy

Rather than seeking an immediate sale, the aim is to be visible at all micro-moments of the consumer's life. And that is how **DIALOGUE** creates an initial connection between the consumer and the brand. Therefore, **DIALOGUE** is never far from **SUPRISE** and **IMMERSION**.

Service
Centric

Customer
journey

Client

ECHANGEUR

BY BNP PARIBAS
PERSONAL FINANCE

EXAMPLE OF AN INNOVATIVE SERVICE

NESTLÉ Support your children with a hologram



THE CONCEPT

How do you encourage your grandchildren to ease the pressure during their revision period?

In Japan, just send them a "Kit Courier Hologram". In addition to a quick note of encouragement from the family, the pack includes a Kit Kat, a transparent pyramid and a QR Code.

When your grandchildren scan the QR Code with their smartphone and turn the pyramid upside down on the phone's screen, they can watch a hologram of a well-known boys band that encourages them to take a well-earned break!

POINTS OF INTEREST

→ This advertised service emotionally affects the user in three ways: family support, a sweet and technological surprise.

→ By mixing no tech and high tech, both young and older people benefit from this operation, which fosters the intergenerational bond.

→ Use of a low-cost technology to enrich the final mile customer experience by creating the unexpected. An idea for logistics companies?

ASSOCIATED DRIVERS

EXPERIENCE ★★★★★ ENHANCEMENT ★★★ ACHIEVEMENT ★

TYPE OF SERVICE

→ Advertisised

Extract of the
Innovate Service
Centric Handbook
2016

EXAMPLE OF AN INNOVATIVE SERVICE

QANTAS Make your work relations jealous back in the office



THE CONCEPT

Nothing is less engaging than reading an “out-of-office” message. If you are on Instagram, the Qantas airline offers you a solution for customizing your messages! Just link your account to “qantasoutofoffice.com”, enter your message then synchronize it with your business e-mail account.

For the duration of your holidays, your contacts will receive an out-of-office e-mail illustrated with the photos you have tagged on Instagram as #qantasoutofoffice.

POINTS OF INTEREST

-) A good way for the brand to promote itself by using the automated out-of-office message, seldom used until now.
-) The brand is counting on the keen interest this creates to offer ideas of travel destinations and thereby boost bookings on its airline.
-) Why don't brands draw inspiration from this audience-focused service to re-enchant the daily life of their staff?

ASSOCIATED DRIVERS

- CONNECTION ★★★★★
- ENHANCEMENT ★★★★★
- SOCIALIZATION ★★★★★

TYPE OF SERVICE

-) Audience

Extract of the
Innovate Service
Centric Handbook
2017

2

A personalized customer path based on the purchasing habits

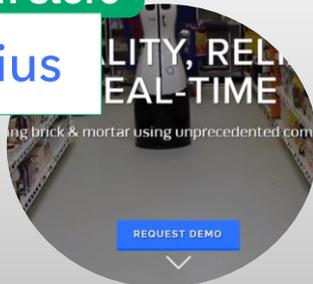


[The Brief]

Smartphone are everywhere, and used as real Swiss knives. Nowadays, products recommendation initially proposed by pure players is fully accessible, no matter the interaction point used with the client. To have a personalized shop, you have to endow it with the same analytical tools as the pure players. A better knowledge of the traffic allows to optimize merchandising and personalize communication at the point of sale.

Find the right product in store

Qopius



Scan the real world



Proof of presence in store

pop'n link



A personalized promotion

Retency



Capitalize on image analysis with Syte



Disruptive experience

Achievement

Image computation

PITCH

« You want to refresh your wardrobes but you lack imagination and ideas. Download a picture of your favourite model on your computer or app and let the magic happen. Picture is analysed and cut in shoppable item. You just need to browse them in order to buy

CONTACT THE STARTUP



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THE ANSWER

Syte is redefining online & in-store retail with next-generation visual artificial intelligence. Syte mission is to curate a user's personal shopping experience, making every inspiration in their world immediately discoverable and shoppable, from any platform.

Using object recognition and deep learning, Syte assist enables retailers with image recognition solutions from a camera button to image to text technology, in order to create a more engaged, interactive omnichannel experience.

REFERENCES

boohoo *Etam*



undiz

ECHANGEUR

BY BNP PARIBAS PERSONAL FINANCE

Transpose digital KPIs into the physical world

Retency

Enhancement

Drive-to-Store

Tracking and customer analysis

PITCH

« In less than 3 years, Retency has become a leading company specialized in the treatment of individual data, as geolocalisation, indoor et outdoor »

CONTACT THE STARTUP



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THE ANSWER

Retency is the first **Data Management Platform** of the physical world, EU-compliant indoor/outdoor.

Retency provides traditional media and retailers advanced marketing and advertising technologies to optimize campaign efficiency and create seamless off-line/on-line services.

Retency technology is plug and play, multi-sensor, agile and seamless.

REFERENCES



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PERSONAL FINANCE

Master your merchandising

Qopius

Artificial intelligence

Ease

Store management

PITCH

« The day is starting really well with an important rush at the supermarket, you need to have a look regularly on the stocks »

THE ANSWER

With **QOPIUS**, retail actors now get the powerful tools they need to survive the current **AI revolution**. Their solution presents an easy and efficient way to digitize the retail industry and monitor shelves anywhere at any time. Automatic analysis in the trading area allows to follow in real time the shelf evolution tracked by Qopius Artificial intelligence.

CONTACT THE STARTUP



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REFERENCES



ECHANGEUR

BY BNP PARIBAS
PERSONAL FINANCE

The easiest proof of presence to access to contextual features

pop'n link[®]

Proof Of Presence

E-Privacy

Engagement

PITCH

« Engage your audience with a simple TAP!
The apps overflow and the e-privacy call for a new approach.
ttdelgl the pertinent services related to the place where POP is located with no personal data to share! »

THE ANSWER

We are offering a new gesture for a new experience.

Just TAP your smartphone on our POP and immediately get all the pertinent services related to the place where POP is located, **with no personal data to share.**

Stick our hardware POP on any object (restaurant table, seat..) and design your own connected object to provide pertinent services.

CONTACT THE STARTUP



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REFERENCES



ECHANGEUR

BY BNP PARIBAS PERSONAL FINANCE

Is the consumer ready ?



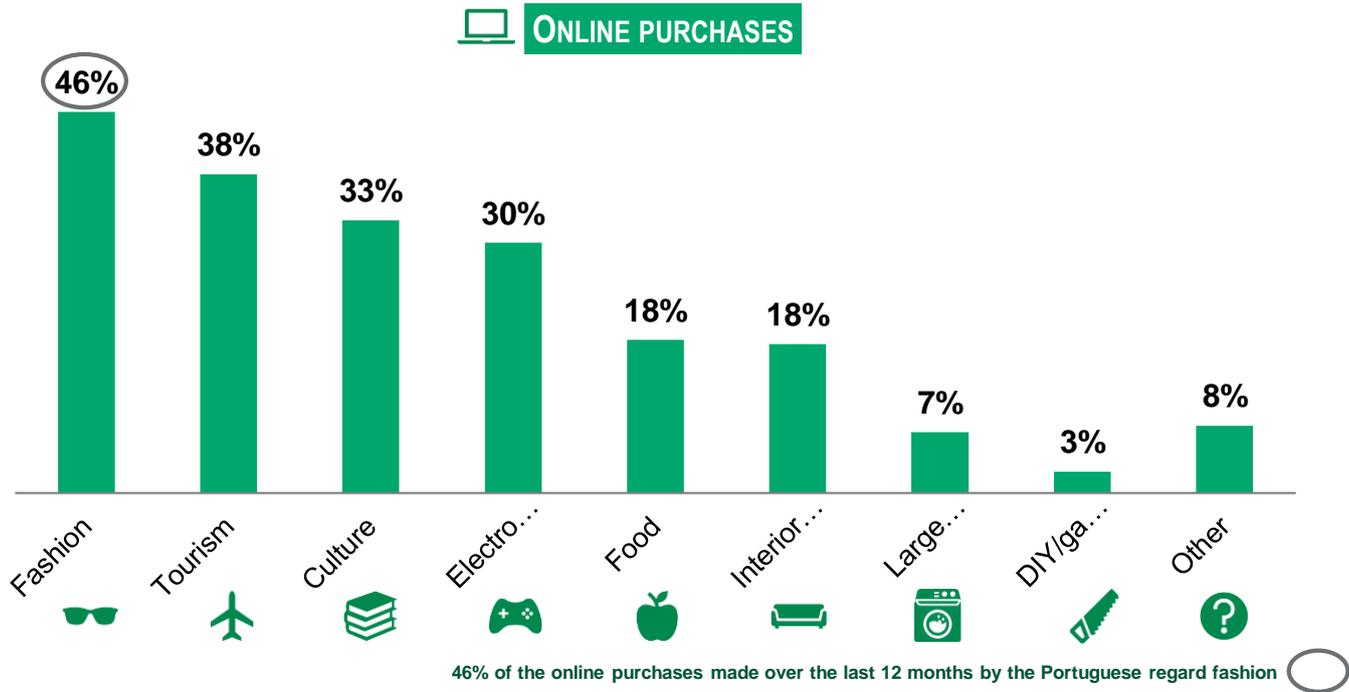
[The Brief]

Among the most active sectors in internet, fashion and appliances are compatible. Those two sectors represent 46% and 30% of the web acquisitions of the last 12 months. With a closer look on the digital practices of the Radio Popular customers, this one is quite flexible with ROPO or Showrooming practices. Retailers no longer have choices : O2O is now expected.



The Internet is mainly used for purchasing fashion, tourism, culture and electrical products

Q13: Over the last 12 months, have you purchased any of the following (goods or services) online?



Portuguese base: 3011

ECHANGEUR

BY  BNP PARIBAS PERSONAL FINANCE

Access Panel Portugal 2017
Budget and consumption habits
© Echangeur

New purchasing journeys of Radio Popular customers



Q35: Amongst the following practices, specify all of which you have carried out at least once over the last 12 months.



41%

(vs. 33%)

look-up info on a product/service *online before purchasing it in store* (ROPO)



40%

(vs. 31%)

look-up info on a product/service *in store before purchasing it online* (showrooming)



19%

(vs. 16%)
use a

home delivery service for their **food** shop



18%

(vs. 16%)
use a

"pick up point" for their **non-food** products purchases



15%

(vs. 9%)
use a

click and collect service for their **non-food** products purchases



8%

(vs. 5%)
use a

click and collect service for their **food** shop

19% of Radio Popular customers use a home delivery service for their food shop



Portuguese base: 3011

ECHANGEUR

BY BNP PARIBAS PERSONAL FINANCE

Access Panel Portugal 2017
Budget and consumption habits
© Echangeur

What else ?

Drivers

Innovation

[The Brief]

The perfect customer journey.

By designing a fluid and personalized path to purchase that greatly simplifies consumer's decisions, the brand reduces the risk of clients constantly checking prices with those of the competitors.

Moreover, by showing people out-of-the ordinary places with this range extension service, brands are more than just selling.

Strategic
Targets

Service
Centric

Customer
journey

Client

ECHANGEUR

BY BNP PARIBAS
PERSONAL FINANCE

EXAMPLE OF AN INNOVATIVE SERVICE

IDEA BANK **Take the train to meet your banker**



Source : ©PRNews

THE CONCEPT

Your online bank closed one year ago. It has opened a physical bank branch. The Hub, a new type of branch, is a co-working space for business customers. You can get information there, meet customers or simply have a cup of coffee. Near you, it now factors in your mobility by opening bank wagons on Polish trains. Desk, newspapers, copier, screens, scanner,... facilities at your disposal to make your journey an efficient and practical experience.

POINTS OF INTEREST

→ While retail outlets are evolving and gradually becoming living environments and showrooms, the related service the Polish bank offers its business customers also capitalizes on their lack of time. Just like on the Internet, the bank chooses to go and meet them by offering them a range of useful services for their work.

→ The brand thus goes beyond its role as banker to develop business customer loyalty by differentiating itself from the competition.

ASSOCIATED DRIVERS

EASE ★★★ ACHIEVEMENT ★★★ SOCIALIZATION ★ → Product line extension

TYPE OF SERVICE

Extract of the
Innovate Service
Centric Handbook
2017

9.3 WAYS OF “BEING EMPOWERED ON A DAILY BASIS”

At Ridgeway, approve your car repair with your own eyes

With its “Workshop window” service, Ridgeway, one of the twenty biggest car dealers in the United Kingdom, has banked on transparency with its customers. The aim is to reassure customers when they leave their car for a technical inspection. When the engineer receives the car, he looks round the vehicle with his smartphone. He then sends the video to the customer. The customer can therefore see for himself what repairs the garage mechanic proposes. Reassured, he can give the go-ahead with confidence.



Source: Ridgeway

EXCHANGING OPENLY

By bringing brands into their everyday life, customers show that trust is one of the most important vectors of the customer relationship. Before reaching this stage, the brand has to reassure its customer throughout the customer experience. Ridgeway's initiative is particularly interesting. In banking on transparency, the dealer enhances drivers' perception of garage owners. This ensures word of mouth that easily covers the cost of rolling out the service.

In its new Paris concept store, cosmetics brand Yves Rocher shares its know-how with its customers by indicating its sourcing zones on a huge planisphere.

HELPING ON A DAILY BASIS

This honesty in the customer relationship is likely to change the stance of the retailer. An erstwhile vendor, it is now a life coach. In fact, manufacturers of sports equipment have all developed custom coaching and training programmes.

But the retailer's engagement goes even further. Although its customers had lost their jobs and were no longer able to meet their mortgage repayments, American bank Fifth Third Bank did not send out an army of bailiffs to seize their homes. Instead it launched a programme of coaching sessions to help them regain an occupational activity.

Extract of the
Innovate Service
Centric Handbook
2015

EXAMPLE OF AN INNOVATIVE SERVICE

CARREFOUR No more need to unload your trolley at checkout



Source: LSA

THE CONCEPT

You want to have your shopping delivered to your home?

In Argentina, Carrefour suggest that you bypass the "empty your trolley onto the checkout belt" stage.

With its Shop&Go service, you just log in on the touch screen then leave your trolley in the space provided for the purpose. The staff then collect and scan it and deliver it to your home. You then check your order and pay.

POINTS OF INTEREST

→ In this age of the Internet, pulling customers in to a superstore is becoming a daily challenge for food retailers. By eliminating the need go through checkout, Carrefour saves them precious time.

→ Complementing Click & Collect or other solutions, the advertised service Shop&Go enriches the approaches offered to consumers. It's up to them to decide which service they want in the end, according to their needs of the moment.

ASSOCIATED DRIVERS

EASE



FORETHOUGHT



ACHIEVEMENT



TYPE OF SERVICE

→ Advertised

Extract of the
Innovate Service
Centric Handbook
2015

3

On the GO payment, where simple transaction outperformed



[The Brief]

Conversational commerce is often combined with chatbot technologies, an obvious way of pursuing a real-time, user-centric customer relationship. Recommendations or advices can also be augmented by the community. Therefore, it's about emotionally engaging our customers over the long term and offering them other services, sometimes also focused on the common good.



Offer your customers the most suitable products



Guarantee the transfer of responsibility



A micro-gift for good causes!



Queueing is over



Reembody the salesperson



Achievement

Seamless shopping experience

Artificial Intelligence

PITCH

We live a **paradox** : on the web or in stores, there are more and more products, but less and less salesmen, if at all on the web. **Customers are helpless and lost**, not knowing what to choose. Brands and retailers **must help their customers to choose the best product with confidence**.

THE ANSWER

Whatever the product or service, **Soyooz** helps customers to **express their needs** via a short questionnaire, based on expected **needs/tastes/uses**, away from technical criteria.

Instantly, Soyooz provides customers with the **perfect match** and justifies the recommendation.

In addition, thanks to the analysis of your customers expressed needs, Soyooz **reveals trends** and allows you to **adjust your offering**.

CONTACT THE STARTUP



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REFERENCES

E.LECLERC



cdiscout



Carrefour

atlantic SAMSUNG



FNAC DARTY



FUJIFILM

ECHANGEUR

BY BNP PARIBAS PERSONAL FINANCE

Empower actors in your Supply Chain

ownest

Blockchain

Supply Chain

Responsibility

Ownership

PITCH

«Because of all the goods lost during transportation, low efficiency and lack of transparency, your supply chains are costing you way more money than they really should. You have tried hardware trackers to solve it, but it is expensive and often unreliable.»

THE ANSWER

Ownest is a **blockchain solution** to transfer ownership in supply chains. It allows real-time visualization of the responsibility owner of any physical good on entire networks. There is always an identified responsible for every single good.

By using the Ownest app to transfer goods, companies end all expenses linked to item loss, instantly. Their supply chains even collect certified data from the field for them, to have real-time transparency and increase efficiency.

To this day, Ownest has received several awards and works with big companies.

CONTACT THE STARTUP



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REFERENCES



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Queueing is officially over !



Contactless payment

Experience

In store experience

PITCH

As a consumer, I don't like to wait anymore ! How can we allow shoppers to pick up an item, scan the barcode with their phone, pay with the phone and simply walk out of the door with it ? If they try to steal, don't worry : the patent-pending technology immediately catches them and sounds the alarm.

THE ANSWER

The idea for [MishiPay](#) was originally conceived in 2015 when Mustafa Khanwala, Co-founder and CEO, waited in a queue at a supermarket for 20 mins, just to buy a can of soda. Frustrated, he thought that there has to be a better way to do this, for both stores and their customers; and thus, the journey began for the English startup. Today, [MishiPay](#) is working with brands, retailers or banks as The Dandy Lab, Cisco, Deloitte Digital, Nedap and Galeries Lafayette.

CONTACT THE STARTUP



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REFERENCES

CAMAïEU

LEROYMERLIN



REUTERS



TheDandy|Lab

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Generosity in the day to day transactions with L'ARRONDI



Experience

Solidarity

Payment

Retail

PITCH

« Organizations have difficulties to renew their donors and to build commitment to a new audience, especially the younger ones. Innovation in fundraising is essential, especially with this context of economic and social crisis. It is urgent to help the solidarity sector to mobilize new donors, renew volunteering, educate the younger generation to citizen action and diversify their resources. »

THE ANSWER

L'ARRONDI is a **solidarity program** directly embedded in electronic payment terminal, implemented in French shops allowing their customers to ask for a round-up when paying their groceries....The micro-donation made is given to a local NGO. L'ARRONDI offers a new way to give every day, it's painless, simple and transparent.

CONTACT THE STARTUP



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REFERENCES



SEPHORA



franprix

JULES



CACHE CACHE

ECHANGEUR

BY BNP PARIBAS
PERSONAL FINANCE

Is the consumer ready ?



[The Brief]

Equipped with smartphones, the Intermarché's customers might be sensible to pay on the go in the rush hours. Online purchasing behaviour, such as the Portuguese population, offers good progress expectations for the futur : they are shopping online 3 to 6 times per year. New vocals interfaces will it be adopted by this clientele ? And for the physical point of sale, they must continue to propose differential services, combining digital practices and emotions.



ECHANGEUR

BY BNP PARIBAS PERSONAL FINANCE

Digital equipment of the Portuguese

Q12: Which of the following appliances do you own?



89%

have a **desktop or laptop computer**



84%

have a **smartphone**



54%

have a **tablet**



25%

have a **mobile phone**
(other than smartphone)



9%

have **home automation equipment** (smart-home, alarm systems...)



8%

have a **smartwatch**



4%

have a **health tracker**
(fitband, etc.)



0.4**
%
are not
equipped

84% of Portuguese have a smartphone



** Low level (less than 30)
Portuguese base: 3011

ECHANGEUR

BY BNP PARIBAS
PERSONAL FINANCE

Access Panel Portugal 2017
Budget and consumption habits
© Echangeur

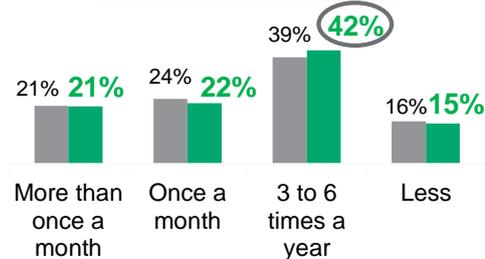
Most of the Intermarché costumers are nonetheless erratic online shoppers

Q13: Over the last 12 months, have you purchased any of the following (goods or services) online?
 Q14: Over the last 12 months, on how many different websites (or apps) have you made a purchase?
 Q15: How often do you make online purchases?



@ **80%**
 (vs. 78%)
 of Intermarché customers have made an online purchase over the last 12 months

PURCHASE FREQUENCY ONLINE PURCHASER BASE



Pure Surfers

Little interest in online purchasing, use internet mainly for research and communication



20%
 (vs 22%)
 of consumers

Erratic Shoppers

Profiles having acquired digital knowledge, still learning new elements



69%
 (vs 68%)
 of consumers

E-Shoppers

Digital natives or experts, demanding and challenging online precursors



11%
 (vs 10%)
 of consumers

42% of Intermarché customers purchasers make 3 to 6 online purchases a year

Portuguese base: 3011

ECHANGEUR

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Access Panel Portugal 2017
 Budget and consumption habits
 © Echangeur

Digital equipment of the **Intermarché** customers

Q12: Which of the following appliances do you own?



91%

(vs. 89%)

have a **desktop or laptop computer**



84%

(vs. 84%)

have a **smartphone**



59%

(vs. 54%)

have a **tablet**



0%

(vs 0.4***)
are not equipped



26%

(vs. 25%)

have a **mobile phone**
(other than smartphone)



11%

(vs. 9%)

have **home automation equipment (smart-home, alarm systems...)**



8%

(vs 8%)

have a **smartwatch**



4%

(vs. 4%)

have a **health tracker (fitband, etc.)**

** Low level (less than 30)
Portuguese base: 3011

84% of Intermarché customers have a smartphone



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What else ?

Drivers

Innovation

Strategic
Targets

[The Brief]

Meet around the product.

By going beyond the promise of the product and service, the retail chain enhances its relationship with the customer. Going beyond usage creates a different type of bond, non-transational, which foreshadows **DAILY COACHING**. A process of empowerment that many players could legitimately offer to their customers.

Service
Centric

Customer
journey

Client

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EXAMPLE OF AN INNOVATIVE SERVICE

LA CAMIF Find out more about the manufacturer of your table



THE CONCEPT

For one month, La Camif gives you the possibility of meeting the retailer's French suppliers. The 12 stages of the 'Made in France' Tour are unique opportunities for you to take the pulse of French know-how in the field of furniture.

Between works visits, demonstrations by the workers, informal moments and joint creative sessions, you will spend the day imagining and inventing the furniture of tomorrow and the future offering of the retail chain.

POINTS OF INTEREST

→ Saved from bankruptcy, the retailer gallantly adopts the "Made in France" positioning, very clearly proclaimed and showcased on its site, www.camif.fr.

→ With this advertised service, the retailer goes even further. Because its customers go through the mirror and become its sales representatives. The furnishings retail chain demonstrates real confidence by delegating this responsibility to customers recast as ambassadors.

ASSOCIATED DRIVERS

SOCIALIZATION ★★ ★ **ENHANCEMENT** ★★ ★ EXPERIENCE ★

TYPE OF SERVICE

→ Advertised

Extract of the
Innovate Service
Centric Handbook
2016

EXAMPLE OF AN INNOVATIVE SERVICE

FORTUNE FOODS Entrust you child's diet to someone else



Source: Fortune Foods

THE CONCEPT

Your son has just left home and you are missing him. With the "Fortune Mother Exchange" programme your worries will vanish. With its dedicated web site you can contact a mum living within easy reach of your son. She will make with him your favourite dishes. Your "fortune mother" will concoct tasty dishes for him "just like at home". What better way to reassure your mum as far as your diet is concerned.

POINTS OF INTEREST

→) Between forethought and socialization, the product line extension service Fortune Foods fully addresses this need for reassurance and social ties between consumers. Indeed it is similar to other initiatives launched on the same topic, that of stand-in mother.

→) If we disregard its "com" positioning, we see here the brand's logic of a network of customers that can be transformed into a group of ambassadors covering the whole territory.

ASSOCIATED DRIVERS

SOCIALIZATION ★★★ FORETHOUGHT★★ EASE ★

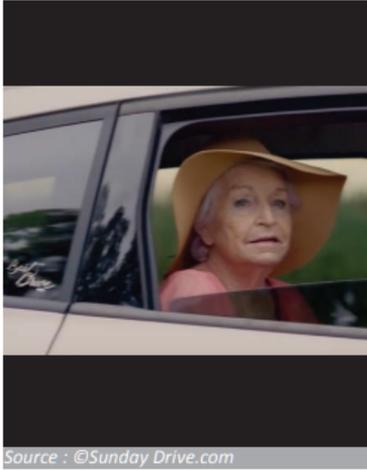
TYPE OF SERVICE

→) Extended range

Extract of the
Innovate Service
Centric Handbook
2016

EXAMPLE OF AN INNOVATIVE SERVICE

FORD Take granny for a ride on Sunday



THE CONCEPT

You love test-driving new car models? You are free on Sunday to look after the elderly? Log on to the car manufacturer's "Sunday Drive.com" site. After choosing the town, date and dealership, you can go and collect the Ford put at your disposal and the elderly person expecting you and spend a pleasant Sunday with him or her. A good initiative for breaking the solitude of the elderly, who are estimated at two million individuals in Spain.

POINTS OF INTEREST

- A pragmatic service (cars in dealerships are not used on Sundays) that underscores the brand's social commitment.
- This service combined with sales boosts the brand's potential appeal with new targets after using its vehicles.
- Ford could also develop a people-centred business in its dealerships: highway code lessons, eye tests, self-driving cars, etc.

ASSOCIATED DRIVERS

SOCIALIZATION ★★★ ● ENHANCEMENT★★★ ● ACHIEVEMENT★

TYPE OF SERVICE

→ Sales-related service

Extract of the
Innovate Service
Centric Handbook
2017

Others demo existing in the village

Real time translation

Google Pixel Buds



Vocal assistant from Amazon

amazon echo



Vocal assistant from Google

 Google Home



Save the date



CONFERENCE INNOVATE SERVICE CENTRIC

NOVEMBER, 8TH 2018
FROM 9AM TO 12AM

This conference will be followed by **One2One** meetings to keep up to date with startups!
As a reminder: during the event in 2017, **23 brands** and **21 startups** participated to one of the 74 One2One of 45 minutes organised!

THE CONFERENCE WILL BE AVAILABLE ON LIVE STREAMING

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Worldwide



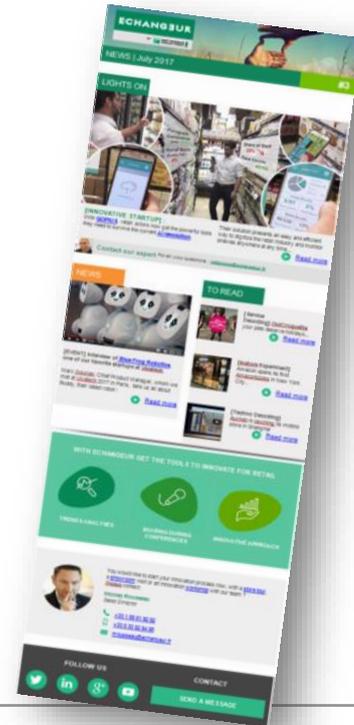
All year

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