

Exhaustive understanding of a wide range of markets in seconds

Let's find out with Nathalie PHONGTHISOUK, Business and Finance Analyst in charge of market reviews at FNAC Darty, how the group collaborates and performs on a daily basis thanks to GfK solutions and teams.

"In our highly dynamic markets, data is a significant competitive advantage. Our performances and our response to consumer expectations depend on our ability to manage, analyze and cross-reference data and convert it into strategic decisions. Thanks to GfK solutions and data, we stand one step ahead of the competition. We can analyze sales, react in real time and offer the best to our customers"

comments Nathalie PHONGTHISOUK
Business and Finance Analyst at FNAC Darty

At home, in the office or just for fun, you own or use a product or service from this key French brand. Today, let's take a look at FNAC Darty group.

FNAC Darty is Europe's leading retailer for cultural and technical goods, household appliances and services. The FNAC Darty group has been an integral part of French customers' lives for decades as an ally in use of technological products, offering best-in-class services, advice and committed to sustainability targets.

FNAC Darty operates in a highly competitive market. Consumers are on a constant evolution, so their expectations, needs and purchasing habits, both in-store and online. FNAC Darty places the customer at the heart of its commercial and service approach. In order to meet these needs as closely as possible, FNAC Darty must be able to manage its business proactively and reactively. The group must have real-time visibility of its performance, sales, top products/ services and flops.

With these in mind, FNAC Darty turned to GfK and its **gfknewron Retail** solution. It provides immediate access to sales performance to the various departments involved in steering global strategy, product strategy. At the same time, it delivers insights through an ergonomic platform with access for all staff members, offering a granularity of data that fits with both generic or specific needs at all group's levels.

FNAC DARTY

Key facts and figures

25,000 employees worldwide

987 stores worldwide

Mainly implemented in France, the Group also operates in Spain, Portugal, Belgium, Switzerland, Luxembourg, Tunisia, Qatar, Ivory Coast, Cameroon, Congo and Senegal

24 million unique visitors per month on e-stores in France

"GfK's solutions and data are an integral part of our daily work and guide our strategic choices. They give us an exhaustive understanding of our different markets and market segments. They help us to meet our customers' expectations as closely as possible," comments **Nathalie PHONGTHISOUK**, Business and Finance Analyst at FNAC Darty.

The way FNAC Darty teams are using **gfknewron Retail** is wide. On the one hand, the range of KPIs and insights goes deep: market trends either by channel (shop, web) or by price range, vision in value/volume, segmentation of products, sales trends and performance, impact of promotions, weekly and monthly/annual dashboards... On the other hand, users' profiles are very different, from product managers, analysts, sales directors to group managers, they all have access to the data they need to perform in their business and market. Thanks to the reliability and quality of the data and the analysis support provided by GfK consultants and **gfknewron Retail** platform, FNAC Darty can implement a more efficiently its sales and product strategy, promotions and tailor-made events, whatever the sales channel, market, market segment or product/service.

Previously, the FNAC Darty group had manually created data files that were very static and offered little visibility for decision-making. This situation led to subscribing to **gfknewron Retail** platform and it radically changed all that. **gfknewron Retail** allows FNAC Darty teams to move away from blind management, incompatible with its constantly evolving business.

"**gfknewron Retail** is a decision-making solution that became a must for the whole FNAC DARTY group. The platform is ergonomic and always-on. It allows us to adapt our sales and product strategy in real time and even tailor it by channel or product category. We can also activate our plans in Test&Learn mode to be more impactful and relevant. All in all, it contributes to our high standards of service to consumers and their satisfaction," explains **Nathalie Phongthisouk**, Business and Finance Analyst at Fnac Darty.

With greater data granularity, analyses are optimized and decisions are taken more quickly. As a result, the FNAC Darty group reduces risks and achieves better results and performance.

The **gfknewron Retail** platform enables FNAC DARTY to:

- Strengthen its ability to access and use key decision-making information across the group,
- Compile, manage and analyze market, consumer and product/service data, with a granularity unrivalled in the market,
- Have a complete view of the Group's performance and positions in regards to competitors,
- Innovate and make strategic impactful decisions,
- Win market share,
- Position and adapt product, pricing and marketing strategies,
- Save time thanks to availability of data and insight in real time and at a glance.

"FNAC DARTY group and GfK speak the same language. We are more like partners than in a client/supplier relationship. In addition to the quality of the solutions, we are also satisfied with the relationship and collaboration we have with the GfK teams. We're making progress together," concludes **Nathalie PHONGTHISOUK**, Business and Finance Analyst at FNAC Darty.

FNAC DARTY

Milestones

- **1954** : Max Théret and André Essel create the Fédération Nationale d'Achat des Cadres, with one ambition in mind: do business differently.
- **1957** : The Darty brothers launch their retail brand.
- **2016** : The merger between Fnac and Darty, two iconic and popular brands, becomes official. Synergies arise naturally between the two entities, which share a similar vision of customer care and the role a company should play in supporting its customers on a daily basis. The Fnac Darty group is created, and becomes a leader in omnichannel distribution in Europe.

Take your
strategy to the
next level

Like what you read about how FNAC Darty is using our solutions? Find out how GfK's unique combination of products can elevate your tactical business decision making.

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