

FNAC DARTY

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Fnac, the first French player to offer voice activated payments with Google Assistant

Fnac customers can now order their products by voice with the help of the Google Assistant, from their smartphone or Google Home speaker. This launch is in keeping with the technological and commercial partnership created by Fnac Darty and Google.

Fnac Darty is continuing to **incorporate Google Assistant into its service strategy**: after incorporating the “Darty Button,” which vocally contacts Darty customer service, the retailer is essentially the first French player to launch a **voice transaction feature**. It’s just one more innovation benefiting group customers who will be getting a sneak-preview into an emerging technology in France.



Starting today, Fnac customers are in fact the first to be able to purchase products by voice through their smartphones and Google Home speakers. This highly anticipated feature currently includes the latest and most popular music, books, videos and toys. Just say a few words to call the Fnac assistant (“speak with Fnac”), select your item and local store, and, after confirming by phone, pay using your Fnac account. The

product will be available the next day at your selected store.

Over the next few weeks, the service will be enhanced with additional features like access to all publication products sold by Fnac, in addition to information on current inventory, store hours, and order tracking. Darty customers in turn will soon have voice access to new service features through Google Assistant in addition to the “Darty Button”.

To develop these new services, Fnac Darty relies on the virtual interface platform Yelda.

Fnac and Darty customers can now explore Google Assistant and all of the options available in the Google ecosystem in new demo spaces available at Group stores.

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About Fnac Darty

Operating in eleven countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. As of end of December 2017, the group, which has 26,000 employees, has a multi-format network of 728 stores, including 502 in France and is ranked France’s second most visited e-commerce site (nearly 20 million unique visitors per month) with its two retail websites, fnac.com and darty.com. A standard-setting omni-channel retailer, Fnac Darty posted pro-forma revenue of €7.4 billion in 2017.