

Fnac Darty, France's leading repairer, publishes the fourth edition of its After-Sales Service Barometer

Fnac Darty presents the fourth edition of its After-Sales Service Barometer, an essential information and benchmarking tool that allows consumers to learn about the durability and reliability of products and brands. The tool also enables manufacturers to reflect on extending product life spans and to pinpoint room for improvement in this area.

This year, 77 product families were studied and analyzed, compared to 63 last year. Categories such as headphones or speakers were some of those introduced.

This new edition of the After-Sales Service Barometer is freely available, in full, on the interactive page of the Labo Fnac website (labo.fnac.com).

Developed by Fnac Darty in collaboration with Harris Interactive, the After-Sales Service Barometer is based on a survey of 41,000 Darty customers in France and an analysis of more than 721,000 Darty after-sales service repairs carried out between August 2020 and July 2021. For the first time, the Barometer features data from repairs performed under Darty Max, the subscription-based repair service for all domestic appliances that was launched by the Group in late 2019. In addition to a durability score and brand ranking, each category provides information on buying motives, product life spans and breakdowns.

The first lesson: Product life spans vary considerably between categories. For example, the product life span for smartphones is four years on average, even though their durability score* is relatively high (111). Similarly, up to 41% of the Group's customers purchased a new TV while their old one was still working. Conversely, 70% of all washing machines are purchased following a breakdown, even though spare parts are widely available (for nine years after purchase on average) and the durability score for this category is 135.

In addition, industry is becoming more and more conscious of sustainability issues. As such, the availability of spare parts for small domestic appliances has improved significantly. For example, spare parts for food processors are now available for 5 years longer than they previously were, from 6 to 11 years after purchase on average. This is particularly thanks to Magimix, which is now committed to supplying spare parts for 30 years after purchase. Leading consumer electronics brands have also taken a keen interest in this topic: For example, Samsung has committed to a seven-year availability of spare parts for all its products and has been one of the first companies to adopt the French repairability index (*l'indice de réparabilité*).

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However, for the first time, Fnac Darty has recorded a decrease in its reliability scores for some products, such as food processors and espresso machines (dropping 22 and 24 points respectively). This trend affects many brands and can be partly explained by the increased frequency of use of these products in recent months. In particular, French consumers have used these products more during the different lockdowns caused by the health crisis.

In the words of Vincent Gufflet, Chief Operations & Services Officer at Fnac Darty: *“This new edition of the After-Sales Service Barometer confirms that our tool, which collects more and more data on the products we repair, plays a key role in informing the debate on the issue of sustainability. It also helps our customers to make purchasing decisions. As a leading repairer, the Group is pleased to see that its efforts to share information and raise awareness are paying off. This is evidenced by the increased availability of spare parts and the launch of the French repairability index, which help to better support the general public in moving toward more sustainable and responsible consumption habits.”*

**Durability score: This number indicates how likely the product is to last. It is calculated by taking an average of the reliability and repairability scores, based on the data collected by the Fnac Darty after-sales service, and comparing that to the number of products sold by the Group over the last two years.*

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About Fnac Darty: Operating in 12 countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and domestic appliances. The Group, which has 25,000 employees, had a multi-format network of 908 stores at the end of 2020, including 741 in France, and is ranked as France’s third most visited e-commerce site (with an average of 44 million visits per month to the Group’s two commerce sites, fnac.com and darty.com). A benchmark omnichannel actor, in 2020 Fnac Darty had revenue of €7.491 billion.