

FNAC DARTY IS DEPLOYING ITS VIDEO SALES ADVICE SERVICE NATIONALLY OFFERING THE SAME QUALITY OF ADVICE PROVIDED BY IN-STORE SALESPEOPLE, BUT REMOTELY

An innovative service that makes for a more natural and personalized digital shopping experience, where customers can get advice from Fnac and Darty experts from the comfort of their own homes



After successful trial runs, Fnac Darty is deploying a video sales advice service, designed to support its online customers in their purchasing decisions, at a national level across its Fnac and Darty network.

Thanks to this free service that is available to everyone, customers can get advice from experts in Fnac and Darty stores via video chat, then make their purchases on Fnac.com and Darty.com, all as part of a tailor-made customer journey.

This feature can be directly accessed from the Fnac and Darty e-commerce websites via a chat window and is available from 10:00 to 19:00 Paris time. It is intended as a “personal shopping” service, allowing customers to select the best products according to their needs and usage habits with the help of an in-store sales expert. Customers can receive step-by-step guidance, view in-store products remotely and get information on the features and functions of the products they are interested in.

Samuel Loiseau, VP Customer, Marketing, and Business Development at Fnac Darty, says: *“Thanks to the commitment, expertise and exceptional agility of our salespeople, we have expanded and consolidated our service across France. We are therefore able to provide an effective solution to the overwhelming amount of choice and indecision that customers face online. Our customers then benefit from a digital experience that mirrors the welcoming atmosphere in our physical stores, thanks to our salespeople’s wealth of expertise. With this tool, we’re taking another step forward toward achieving our goals of setting the new standards for the future of omnichannel retail.”*

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FNAC DARTY



At the end of 2020, Fnac Darty trialed a new video sales advice service to keep pace with changes in French people's digital purchasing behavior.

The first pilots involved some 50 salespeople from Fnac stores in the Île-de-France region and Darty stores in the Auvergne-Rhône-Alpes region. Today, more than 1,200 Fnac Darty salespeople are trained and prepared to support the expansion of this new mode of communication across the Group's network.

The trial period demonstrated the relevance of this tool, as it helps to meet a real consumer need. Since its inception, **this communication solution has generated more than 100,000 interactions on both retailers' websites. The dedicated Fnac and Darty teams are thus ready to face the peak sales periods around the holidays, when they will hold more than 5,000 conversations a week.**

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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.