

## **Fnac Darty publishes fifth edition of After-Sales Service Barometer to help French people save money when buying electronic products and appliances**

- **The price of spare parts, a new indicator on the Barometer, may double from one brand to the next and is strongly impacted by inflation.**
- **Better maintenance can significantly extend product life span, preventing almost half of breakdowns. To raise public awareness, Fnac Darty is giving customers the chance to test its exclusive Darty Max video service free of charge.**
- **The reliability of most products has improved considerably, and so has the availability period of spare parts, with seven extra months on average and over a year for large appliances**

Fnac Darty, the leading repairer in France, has published the fifth edition of its [After-Sales Service Barometer](#). This benchmark source of information provides the general public with a durability score so they can learn about the repairability and reliability of hundreds of products. This score was created by Fnac Darty so that all product categories and brands could be compared. As the result of a unique wealth of information collected and analyzed by the Group\*, the After-Sales Service Barometer plays an important role in encouraging electronic product and appliance manufacturers to ramp up their efforts to extend the life span of their products.

**There is a particular focus on the price of spare parts because this has been fully integrated into the Barometer's durability score for the first time** (for both the product category and the brand). The price of spare parts can be a significant disincentive to repairing a device, never more so than during a period of high inflation. For large appliances, the price of a spare part is on average between 7% and 8% of the total purchase price of the product, although this varies considerably between brands and product categories.

For example, the price of spare parts for front-loading washing machines is between 8% and 10% of the total purchase price of the product. This phenomenon is even more pronounced for televisions, where the price of spare parts is between 25% and 57% of the product purchase price, depending on the manufacturer. For some smartphone brands, the spare-parts-to-product-purchase-price ratio has tripled in a year.

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**About Fnac Darty:** Operating in thirteen countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. The Group, which has more than 25,000 employees, had a multi-format network of 971 stores at the end of June 2022, and is ranked as a major e-commerce player in France (close to 27 million unique visitors per month on average) with its three merchant sites, [fnac.com](http://fnac.com), [darty.com](http://darty.com) and [natureetdecouvertes.com](http://natureetdecouvertes.com). A leading omnichannel player, Fnac Darty's revenue was more than €8 billion in 2021, 26% of which was realized online. For more information, please visit: <https://www.fnacdarty.com/en/>

# FNAC DARTY



To mark the publication of the latest edition of the After-Sales Service Barometer, **the Group is providing a series of simple maintenance tips for more than 80 product categories.** With most product breakdowns resulting from a failure to maintain them (47% of repairs do not require spare parts and can potentially be avoided with good maintenance), Fnac Darty is doubling down on tips and tricks for helping devices to last longer. This initiative is in keeping with the rollout of Darty Max's product care and maintenance video service that was launched in May.

**To mark European Sustainable Development Week, Fnac Darty is going a step further by launching an awareness campaign dedicated entirely to product maintenance, allowing customers to trial the exclusive Darty Max video service free of charge.** The campaign makes consumers more aware of the benefits of maintaining their products and appliances on a daily basis. Currently, only 62% of the Group's customers know that this helps to prevent breakdowns. Entitled **"Il suffit d'un geste pour leur sauver la vie"** ("One thing you can do to save your product's life"), it will run from September 13 to October 21, 2022\*

Fnac Darty has identified another particularly notable trend this year: **Reliability is increasing in the vast majority of product categories, with the average increase being seven points over the last year.** This positive dynamic is partly explained by the quality of the Group's products, which are increasingly reliable, and by customers increasingly choosing to purchase sustainable products.

This improvement in product reliability concerns several product categories and iconic brands, which have made a significant effort to reduce the number of appliance breakdowns. Two clear examples of this are Electrolux, whose reliability for front-loading washing machines increased by 11 points, and Miele, which gained 15 points over the same period.

Many smartphone brands have also strongly improved their product reliability: Apple (highest-scoring brand; +10 points), Honor (+20 points), Huawei (+25 points), Oppo (+11 points) and Samsung (+18 points).

Although there seems to be an undeniable trend toward greater product reliability, there remains plenty of room for improvement for certain product families to align with market standards. These include electric scooters, espresso machines with a grinder and upright vacuum cleaners.

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The final major takeaway from this fifth edition of the Barometer is that **the spare parts availability period continues to increase**, with a gain of seven extra months. Brands like Apple have taken steps to make them available for smartphones for between five and seven years.

In the espresso machine category, Krups now offers its spare parts for 15 years rather than 10. Philips is acting similarly, making its espresso machine spare parts available for 11 years compared to 5 a year ago. Manufacturers like SEB and Miele were already pioneers in this regard with their spare parts being available for 15 years.

*Vincent Gufflet, Director of Services and Operations: "With inflation running high, the durability score generated by this latest edition of the After-Sales Service Barometer includes the price of spare parts for the first time, in the form of a ratio. We made this decision because we are keen to highlight the challenge that this price presents to millions of consumers who may otherwise increasingly be turning to repairs, particularly given the serious concerns surrounding their purchasing power. In line with the release of the Barometer and to coincide with European Sustainable Development Week, we are inviting the people of France to get in touch with our expert maintenance technicians. By doing so, they can get valuable tips on how to maintain appliances and improve their durability thanks to a free trial of Darty Max's video service. Once again, we are pushing the envelope on the key issue of extending product life span and consolidating our position as repair market leader, with our after-sales service home technicians having repaired 2.1 million products in 2021."*

*\* 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](https://labo.fnac.com)). Developed by Fnac Darty in collaboration with Harris Interactive, the After-Sales Service Barometer is based on a survey of 10,000 Darty customers in France and an analysis of more than 912,000 Darty after-sales service interventions carried out between July 2021 and June 2022. In addition to a durability score and brand ranking, each category provides information on buying motives, product life spans and breakdowns.*

*\*Internet users can make an appointment directly by visiting <https://www.darty.com/achat/services/visio-rse/index.html>. 500 slots are available between September 26 and October 21, 2022. A Darty Max maintenance advisor will call at the specified appointment time and provide the customer with tailored advice.*

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