



Omnichannel and multichannel,

what are the current challenges?

May 2022



SafeShops.be

Who is who

Brief overview



Jean-Philippe Blerot

Head of Digital & e-commerce projects - Carrefour
Helping companies to grow with the digital in the vuca world



Carrefour

Figures

1.

>750 Stores
mainly franchised

2.

>2 500 000
Loyal customers

3.

Brick and mortar
&
e-commerce

4.

Food
&
non food

5.

10 000
employees





AGENDA

1. **Definition**
2. **SAVE/4C & multichannel - omnichannel**
 - Solution
 - Availability
 - Value
 - Education

Omni Channels & multichannels

Retail

May 2022

What is the **assortment** I offer?
What products do I offer online?
Does the customer have to find the
same products in every shop?

I have a very different network (small, medium,
large), what price should I propose?
A different price per business unit?
A **different price** for online?

We have paper folders, we have online
marketing, should we have **common
promotions?**
How do I align my promotions with different
networks/products?
Do I have to do specific promotions for
online customers?

We have the widest store coverage in
the country.
Do we need to increase the density
again?
How to react to the newcomers

Ecommerce → **Personalization**
=> market share must be stable
Which services? home delivery, pickup,
fast delivery?

Shall I prepare it in the store?
Do I have to prepare from stock?
Do I need to have a hybrid model?
What is the customer's NPS?
What is my **ROI**

Question mark

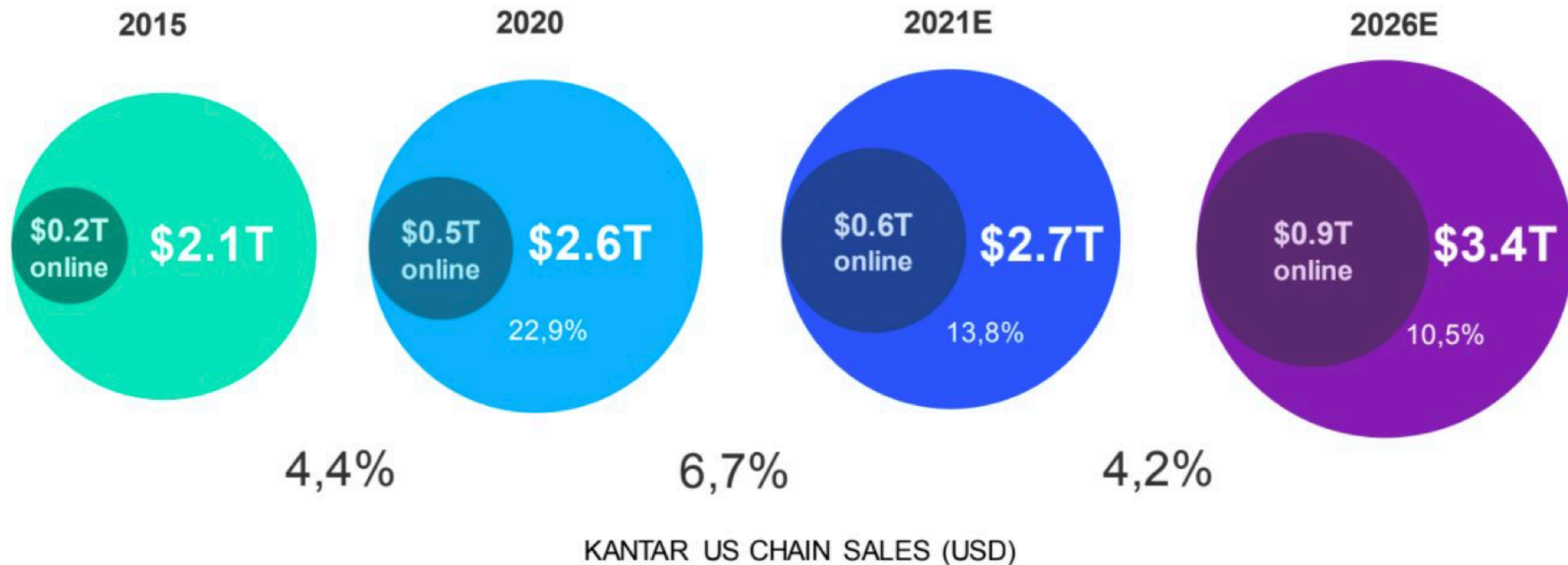
model ?

—

omnichannel
value
channel
convenience
multi
fast
promotion
ROI
media
personalization
fulfillment
prices
mix
services
marketing
delivery

CUSTOMER

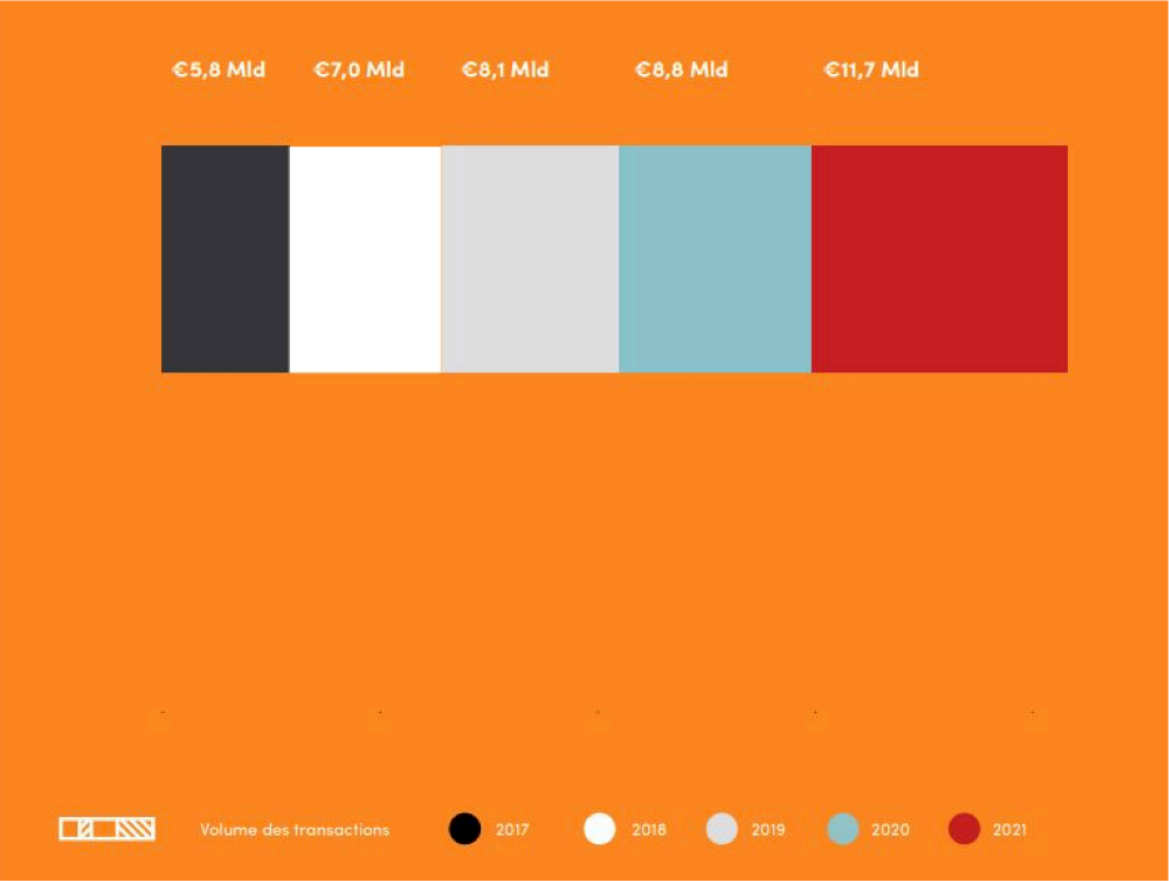
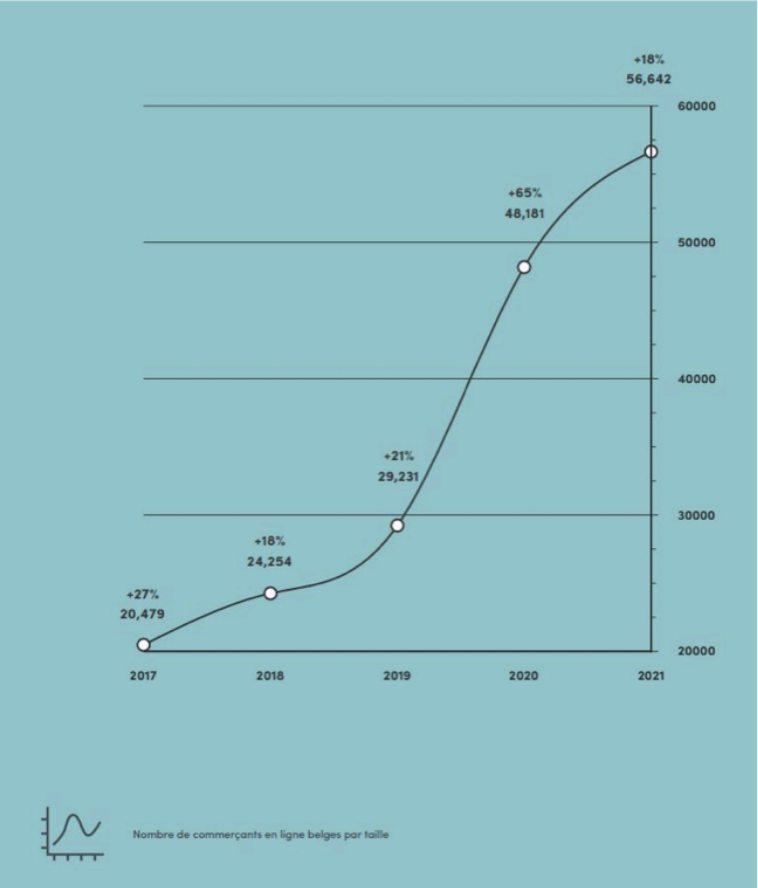
US retail sales show solid growth with double-digit growth expected to continue in the online channel



Source: Kantar

Large circles represent total retail sales and smaller circles represent online sales. Arrows represent CAGR for that time period.

Belgium: evolution of number of online store & turnover





SAVE (HBR)

model

1.

Solution

Define offerings by
the needs they
meet

2.

Access

Develop an
integrated
cross-channel
presence

3.

Value

Articulate the
benefits relative to
price

4.

Education

Provide
information
relevant to
customers'
specific needs at
each point in the
purchase cycle



AGENDA

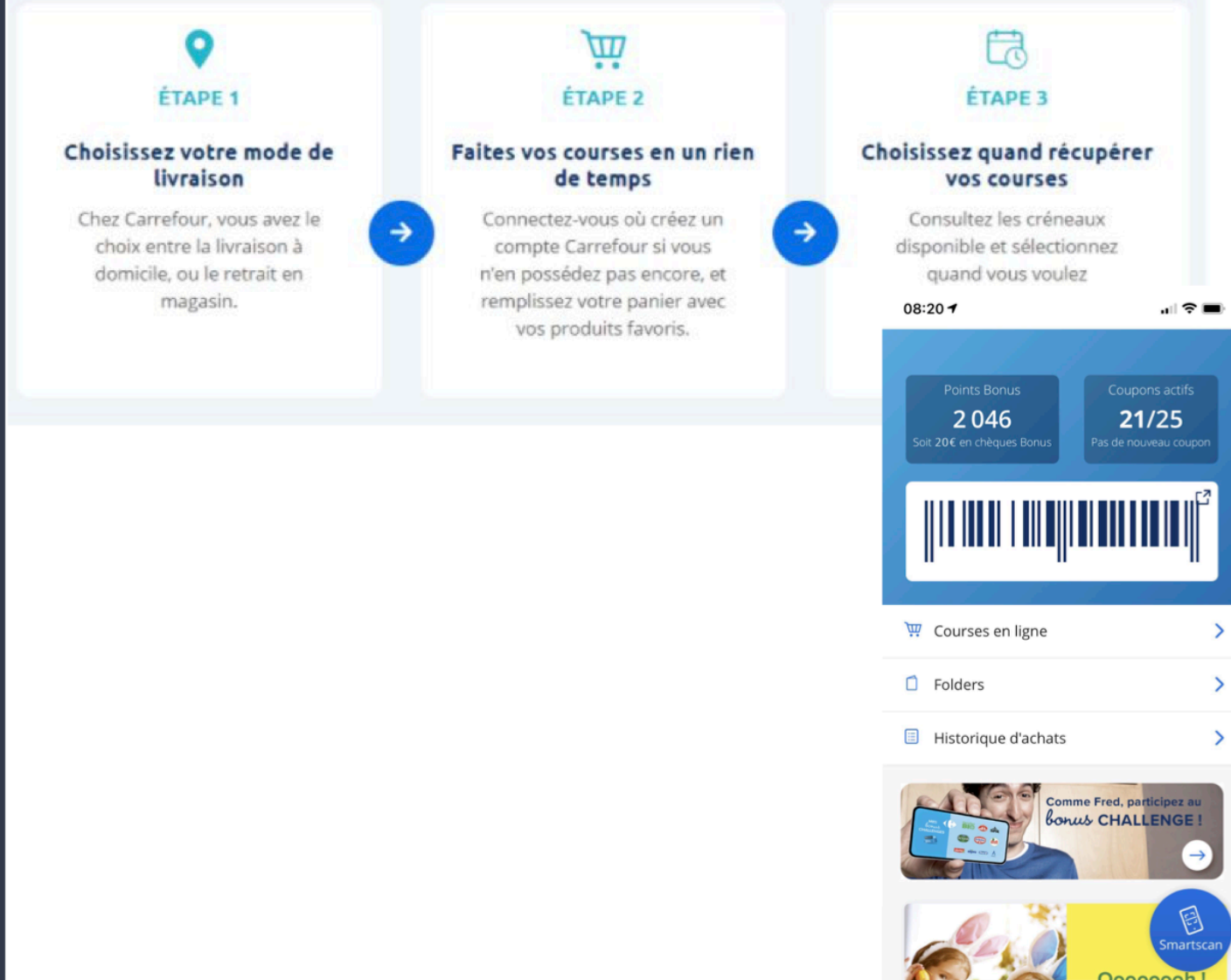
1. Definition
2. **SAVE & multichannel - omnichannel**
 - Solution
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 - Value
 - Education

Solution

Consumer

- Define offerings by the needs they meet, not by their features, functions, or technological superiority.
- proves to the buyer that there is a bigger focus on providing that initial *solution* to their problem
- customer wants and needs

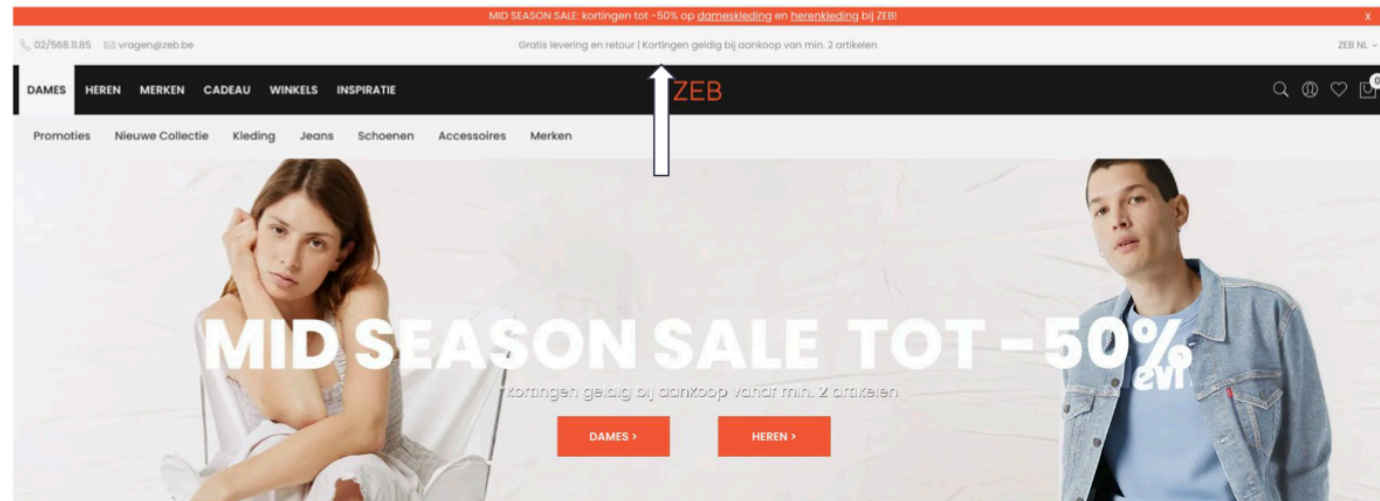
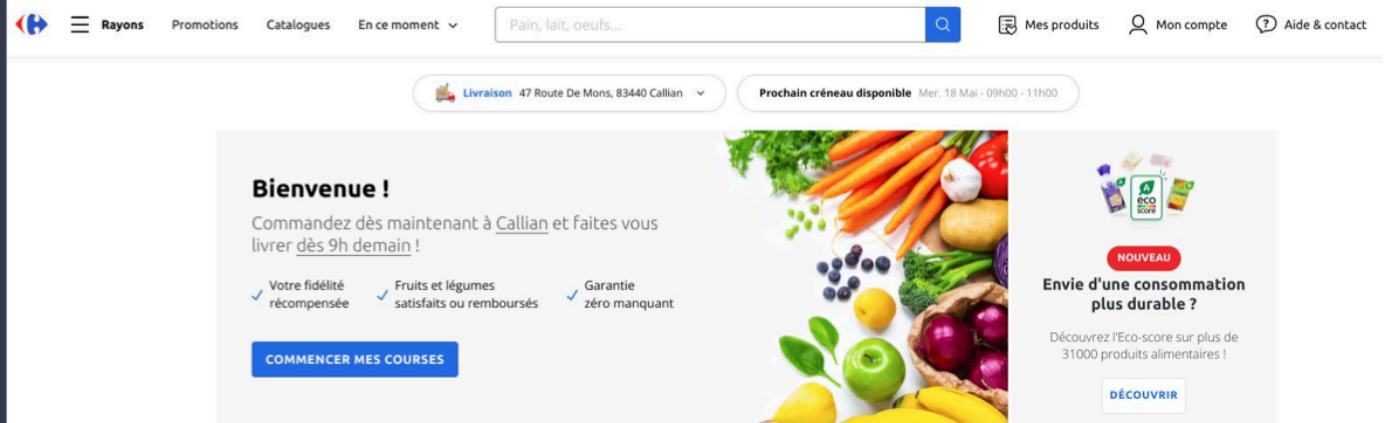
Comment ça marche ?



Solution

Consumer

- Define offerings by the needs they meet, not by their features, functions, or technological superiority.
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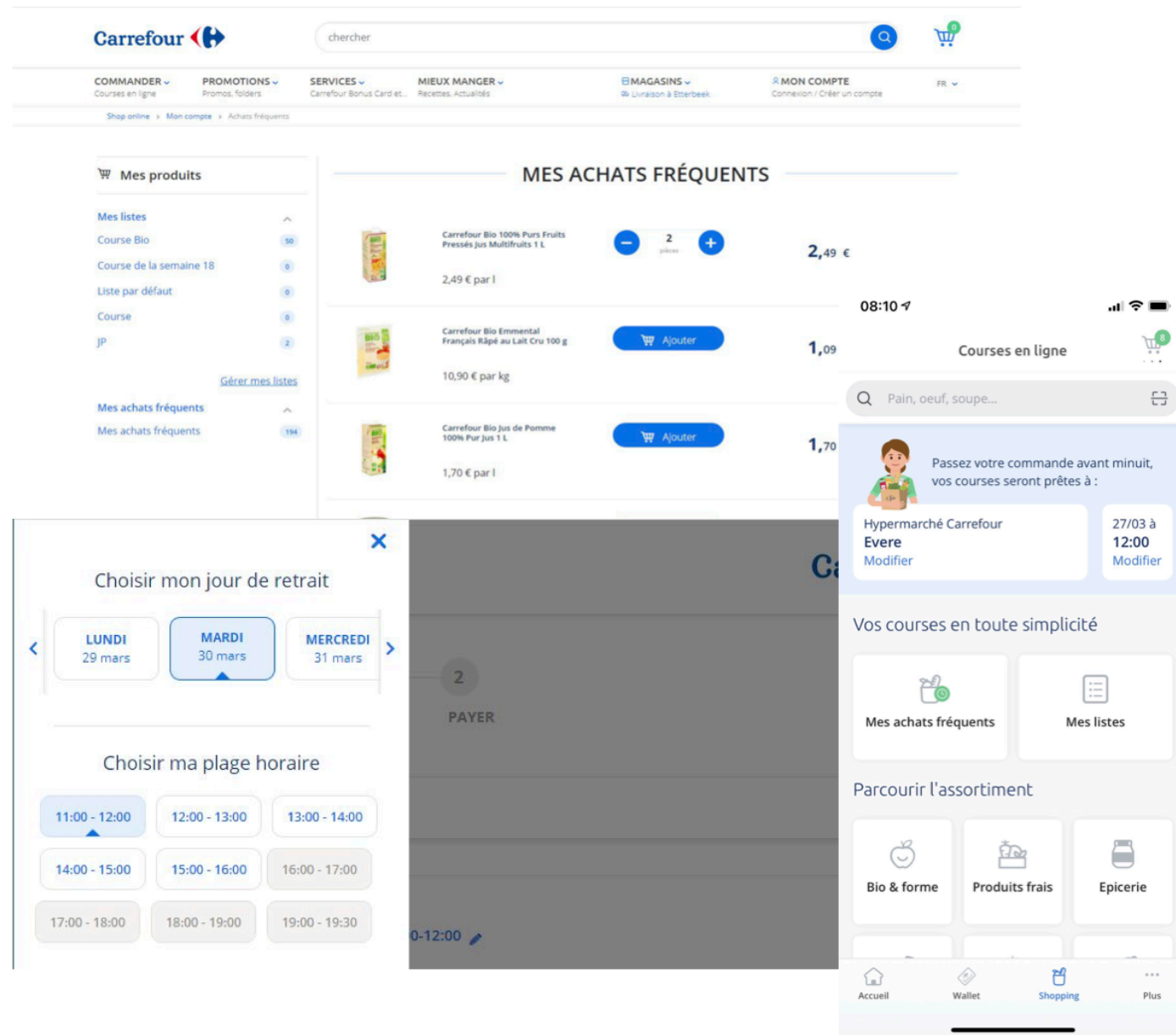


PERSONAL & PRIVATE SHOPPING

Access

Convenience - transparency

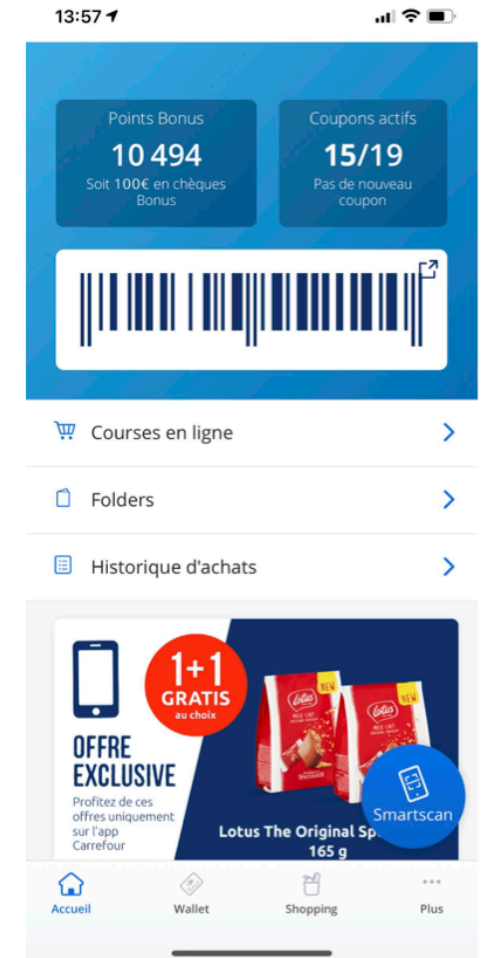
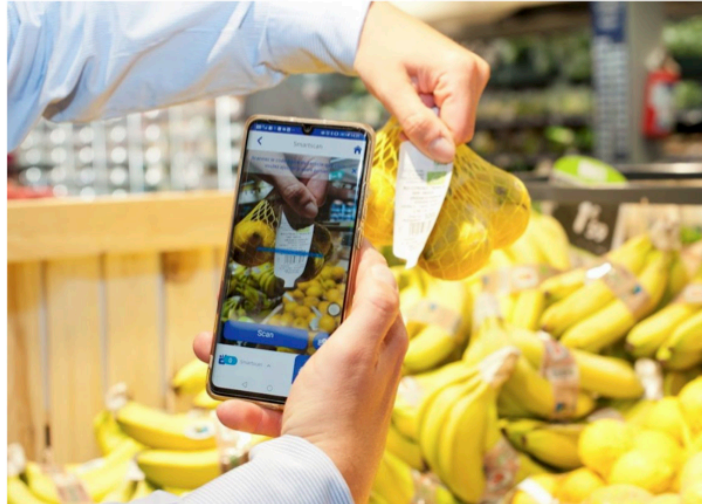
- Develop an integrated **cross-channel** presence that considers customers' entire purchase journey
- consumers are looking for the **simplest way** to get what they want
- The concept of shopping from 9am to 5pm, has gone



Access

Convenience - transparency

- Develop an integrated **cross-channel** presence that considers customers' entire purchase journey
- consumers are looking for the **simplest way** to get what they want
- The concept of shopping from 9am to 5pm, has gone



Access

Omnichannel & multichannel coherency

Offline - Online
(personalization, convenience <3,
nutriscore....)

À PARTIR DU 24 MARS 2021

Carrefour

Offres valables dans vos Carrefour market et Hypermarchés Carrefour



Un petit prix vitaminé

0€99

La botte

Carottes avec verdure
origine: Espagne
Valable du 24
au 29 mars 2021

1+1 GRATIS
dans le lot

Lot de café cappuccino
Nescafé
Nescafé, lait, caramel ou
chocolat
Exemple: lot de café
cappuccino nature, 2 x 344 g
7,00€/kg

1+1 GRATIS
au choix

Gamme de déodorants
Dove Men,
Reinette et Banaïa Men
Exemple: déodorant en spray
Clean Comfort Dove Men,
2 x 150 ml
5,50€/kg

1+1 GRATIS
au choix

Prosecco
Borgo
San Pietro
Exemple: Prosecco
Borgo San Pietro
Exemple: Prosecco
Borgo San Pietro
Exemple: Prosecco
Borgo San Pietro

1+1 GRATIS
au choix

Prosecco
Borgo
San Pietro
Exemple: Prosecco
Borgo San Pietro
Exemple: Prosecco
Borgo San Pietro

Vos folders

Tous les folders >



Carrefour : offres valables à partir
du 24 mars

Valable du 24.03 au 05.04.2021



Carrefour Hyper : offres valables à
partir du 17 mars

Valable du 17.03 au 29.03.2021

Carrefour

Carottes Vendure Vrac

1,29€

0,99€ /pc PROMO

[Ajouter](#)

Coups de coeur de nos clients

[Courgettes Vrac](#)

[Concombre en Vrac](#)

56677988268 Ca-M1-W4/5310-Res-802/322

Monsieur Jean-Philippe Blerot
Rue de la Siroperie 12
5310 LIERNU

Bonjour Monsieur Blerot,

Votre information de votre Carrefour Bonus Card n° 22912/2943157, en date du 11/02/2021

VOTRE SOLDE:	VOTRE GAIN:
4 876 Points Bonus	Utilisez les 5 bons de cette lettre et recevez
SOIT 45€ EN CHEQUES BONUS	11,20€ EN POINTS BONUS

Retrouvez aussi les 5 bons Bonus Time dans le volet de l'app. Carrefour. Activez les pour une réduction automatique en caisse.

Profitez en !
L'application Carrefour

Consultez à tout moment le solde de vos Points Bonus sur le ticket de caisse ou dans l'app. Carrefour

Offre Bonus TIME
réservée à Jean-Philippe Blerot

à l'achat de 2 produits Nescafé Dolce Gusto 12 ou 16 capsules au choix

Offre Bonus TIME
réservée à Jean-Philippe Blerot

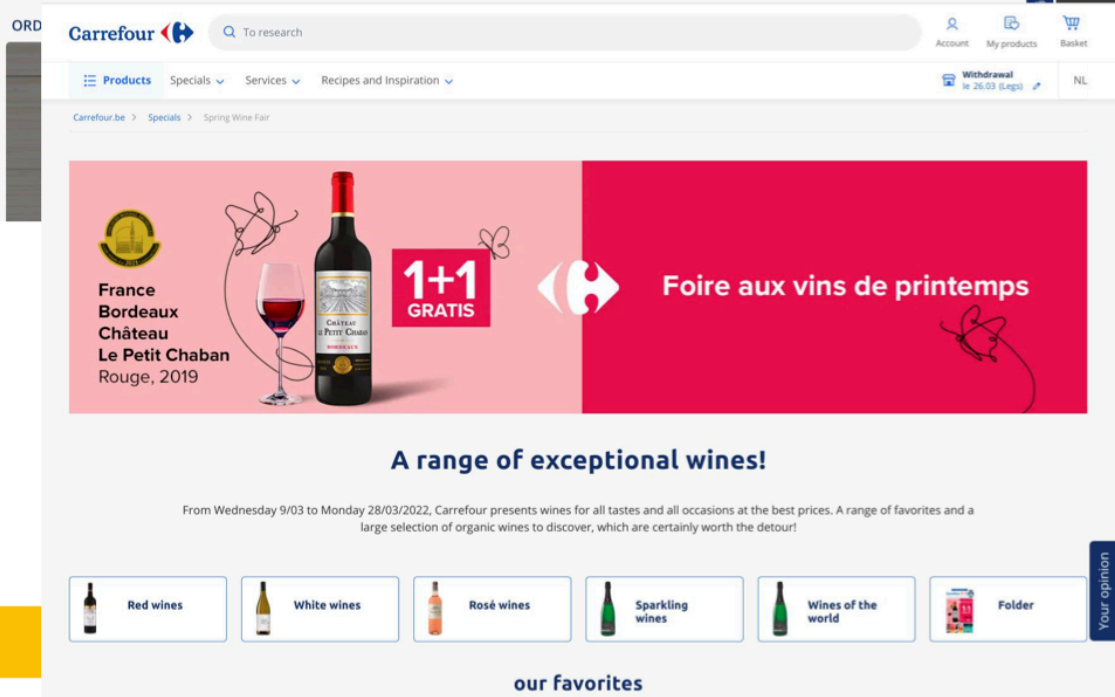
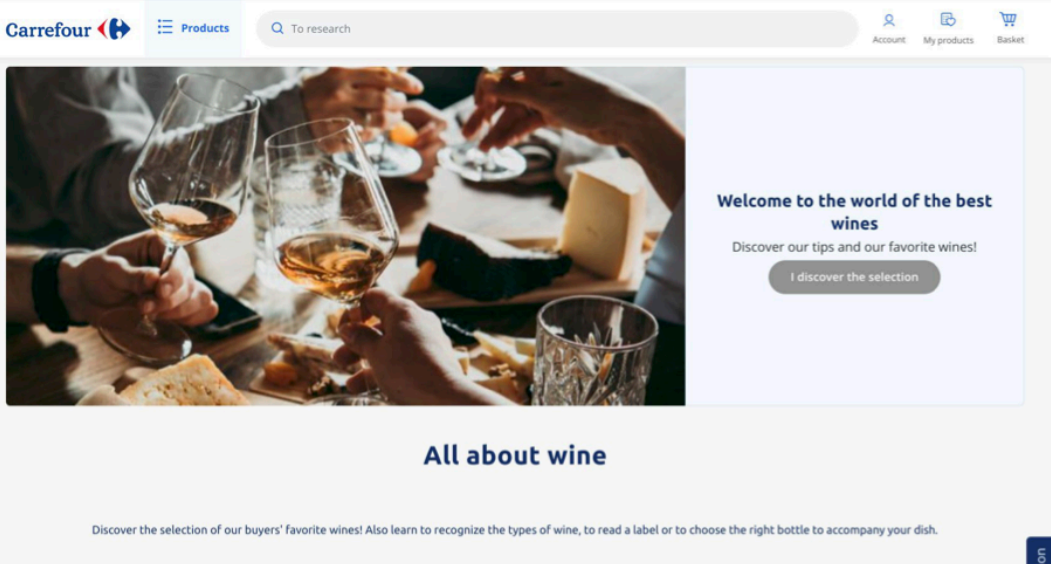
à l'achat d'1 produit Carrefour Apparis une revue rond de 100g à 200g au choix

Offre Bonus TIME
réservée à Jean-Philippe Blerot

à l'achat d'1 paquet de sucre Candico en poudre ou en morceaux 500g à 1kg au choix

Offre Bonus TIME
réservée à Jean-Philippe Blerot

à l'achat d'1 paquet de pâtes Barilla de 250g ou 500g au choix



Convenience
Dedicated landing page
1 CTA
Category list

Keep it simple ;-)

Value

Cost to satisfy

- the product has a greater *value* than the initial price, then the cost will no longer be important
- price was irrelevant as so many other factors were involved
- + CSR values

Elasticity linked with services

Which prices? Alignment with stores?
omnichannel folders

Comment ça marche ?



ÉTAPE 1

Choisissez votre mode de livraison

Chez Carrefour, vous avez le choix entre la livraison à domicile, ou le retrait en magasin.



ÉTAPE 2

Faites vos courses en un rien de temps

Connectez-vous où créez un compte Carrefour si vous n'en possédez pas encore, et remplissez votre panier avec vos produits favoris.



ÉTAPE 3

Choisissez quand récupérer vos courses

Consultez les créneaux disponible et sélectionnez quand vous voulez récupérer vos courses.

Combien ça coûte ?



Retrait en magasin

4,50€ pour la préparation (offerts lors de votre 1ère commande et pour tout achat de min. 150€)



Livraison à domicile

4,50€ pour la préparation (offerts lors de votre 1ère commande et pour tout achat de min. 150€) + 5€ pour la livraison (également offerts pour tout achat de min. 150€)



-10€* de réduction sur votre 1ère commande

J'en profite !

Value

Cost to satisfy

- the product has a greater *value* than the initial price, then the cost will no longer be important
- price was irrelevant as so many other factors were involved
- CSR values

Elasticity linked with services



The banner features the Carrefour logo at the top left. Below it, navigation links include COMMANDER (Courses en ligne), PROMOTIONS (Promos, folders), SERVICES (Carrefour Bonus Card e...), MIEUX MANGER (Recettes, Actualités), MAGASINS (Carrefour market ETTERBEEK), and MON COMPTE (Connexion / Créer un compte). A search bar with the text 'chercher' and a shopping cart icon are also present. The main content area shows a smiling woman holding a large paper bag of groceries. To her right, a green background contains four icons and text: a shopping cart icon with '10.000 produits disponibles', a smartphone icon with 'Dialoguez avec votre personal shopper', a motorcycle icon with 'Livré en 90 min', and a 'ShipTo MY PERSONAL SHOPPER' logo. At the bottom, a red banner displays '10€ OFFERTS* sur votre 1ère commande grâce au code : EASY10'.

≡ Uber Eats



The banner features a background image of groceries in white bags. In the center, there is a Carrefour logo. Below the logo, the text 'Carrefour en livraison à domicile' is displayed. At the bottom, there is a white input field with a location pin icon and the text 'Saisissez l'adresse de livraison.' and a green button with the text 'Voir les restaurants'.

Education

Communication

- feel good about the information or future decision they will be making
- dialogue, a two-way conversation
 - o Social media
 - o Surveys
 - o Ask your customers

ACT FOR FOOD
par Carrefour

Our actions Why act? Our engagements

Facebook Twitter Instagram YouTube

ACT 19

THE FOOD BLOCKCHAIN

DEVELOP THE BLOCKCHAIN TO ENSURE TRANSPARENCY ON THE ORIGIN OF CARREFOUR QUALITY LINE PRODUCTS

Carrefour is the first retailer in Belgium to apply blockchain technology allowing consumers to trace the origin of Carrefour Quality Line products in complete transparency.

[DISCOVER OUR ACTION](#)

[▶ See more actions](#)

ACT 2

100 BANNED CONTROVERSIAL SUBSTANCES

BAN 100 CONTROVERSIAL SUBSTANCES FROM ALL CARREFOUR PRODUCTS

Carrefour bans 100 controversial substances from Carrefour products manufactured and packaged by our suppliers in order to allow everyone to have access to quality food, with complete confidence.

ACT 5

SUPPORT FOR SMALL LOCAL PRODUCERS

Education

Communication

- feel good about the information or future decision they will be making
- dialogue, a two-way conversation

The screenshot displays the Carrefour mobile app interface. At the top, the Carrefour logo and a search bar are visible. Below the header, there are navigation tabs for 'COMMANDER', 'PROMOTIONS', 'SERVICES', 'MIEUX MANGER', 'MAGASINS', and 'MON COMPTE'. The main content area shows the product 'Gallettes Riz Complet' by Carrefour Bio, with a Nutriscore of 100/100 (Excellent). To the left, there are filters for 'Mes produits', 'Rayon', 'Marques', and 'Nutriscore'. To the right, there are recommendations for 'Carrefour Pomme 1 L' and 'Carrefour Orange pulpée 6 x 1 L'. A large white arrow points from the 'Education' section to the app interface. A blue 'Feedback' button is located on the right side of the app interface.

Carrefour

chercher

COMMANDER Courses en ligne

PROMOTIONS Promos, folders

SERVICES Carrefour Bonus Card et...

MIEUX MANGER Recettes, Actualités

MAGASINS Carrefour market ETTERBEEK

MON COMPTE Connexion / Créer un compte

FR

Shop online Boissons Jus de fruits & légumes

Mes produits

☐ Déjà achetés

☐ Ajoutés à une liste

Rayon

Jus de fruits 93

Jus frais 45

Jus de légumes 4

Marques

☐ Carrefour 45

☐ Carrefour Bio 4

☐ Granini 12

☐ Innocent 13

☐ Kidibul 6

[Afficher plus](#)

Nutriscore

☐ A 1

☐ B 2

☐ C 13

☐ D 6

☐ E 29

Gallettes Riz Complet

Carrefour Bio

100/100 Excellent

Qualités

Pour 100g

Sucre 0,9 g

Peu de sucre

Graisses saturées 0,6 g

Peu de graisses sat.

Sel 0,28 g

Peu de sel

Protéines 7,9 g

Quelques protéines

Fibres 3,4 g

Quelques fibres

Bio

Carrefour Jus d'Orange de Concentration

Carrefour Pomme 1 L

1,99 €/pc

Carrefour Orange pulpée 6 x 1 L

9,54 €/paquet

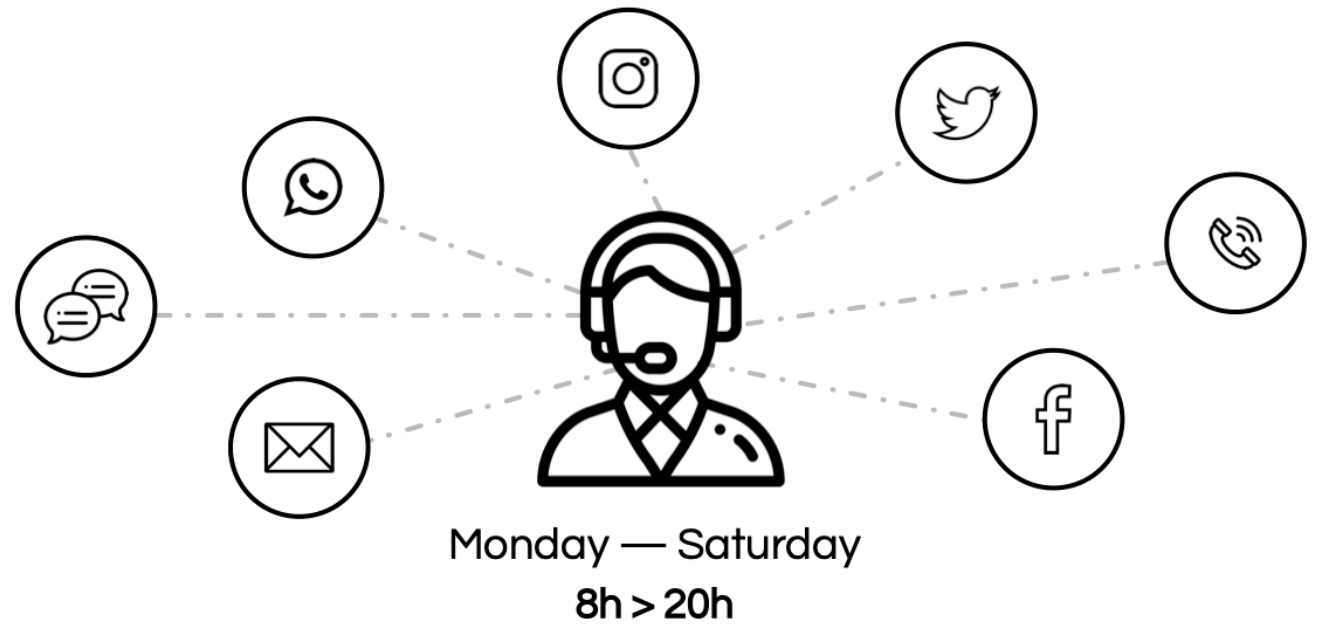
Feedback

Education

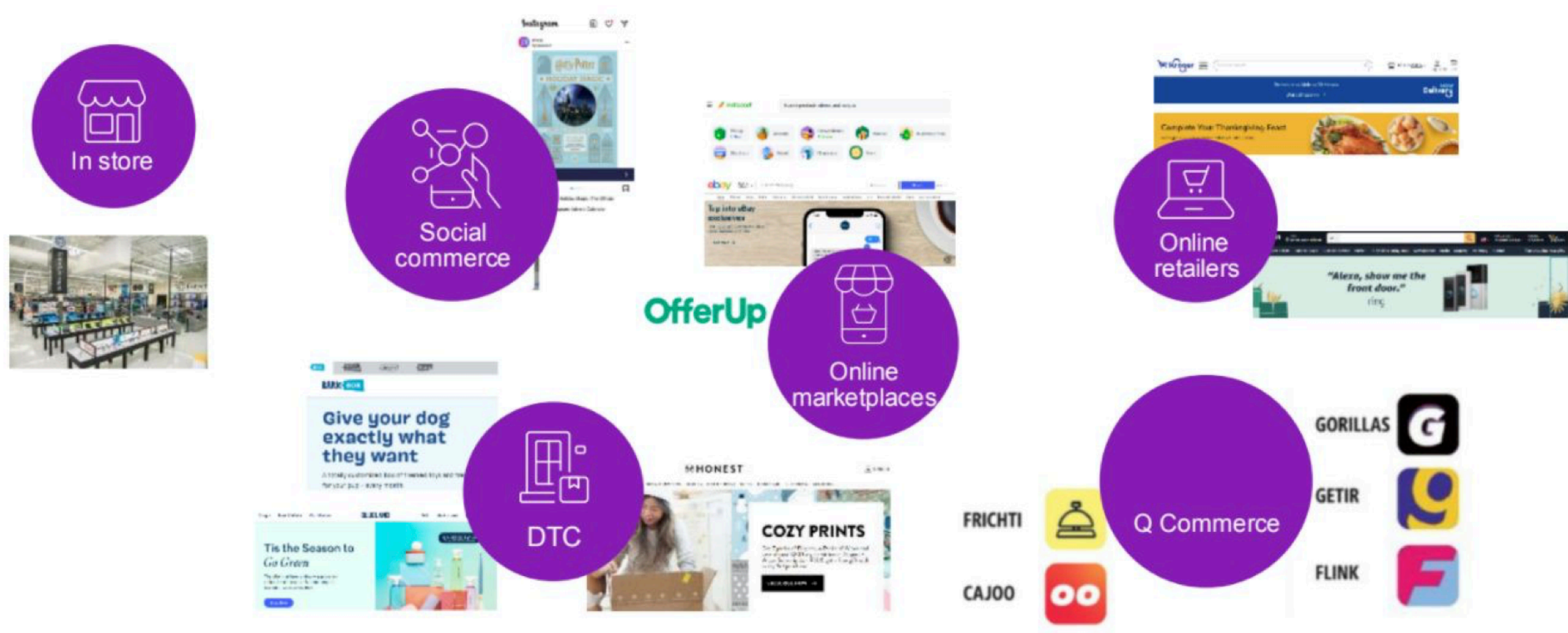
Communication

- feel good about the information or future decision they will be making
- dialogue, a two-way conversation

Omnichannel & multichannel Customer Service



Traditional retailers, online marketplaces, social sites, Q-Commerce... shoppers are constantly interacting with numerous retail touchpoints

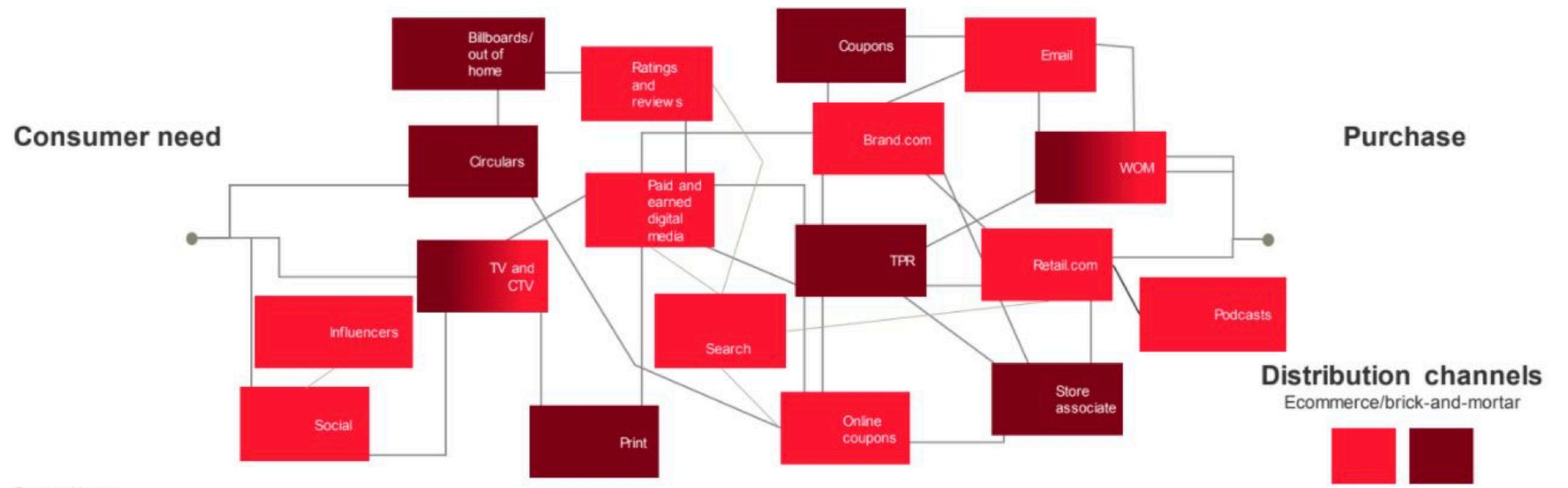


Physical and digital touchpoints are more intertwined than ever before.

Customers make less distinction between offline and online.

Marketing Channels

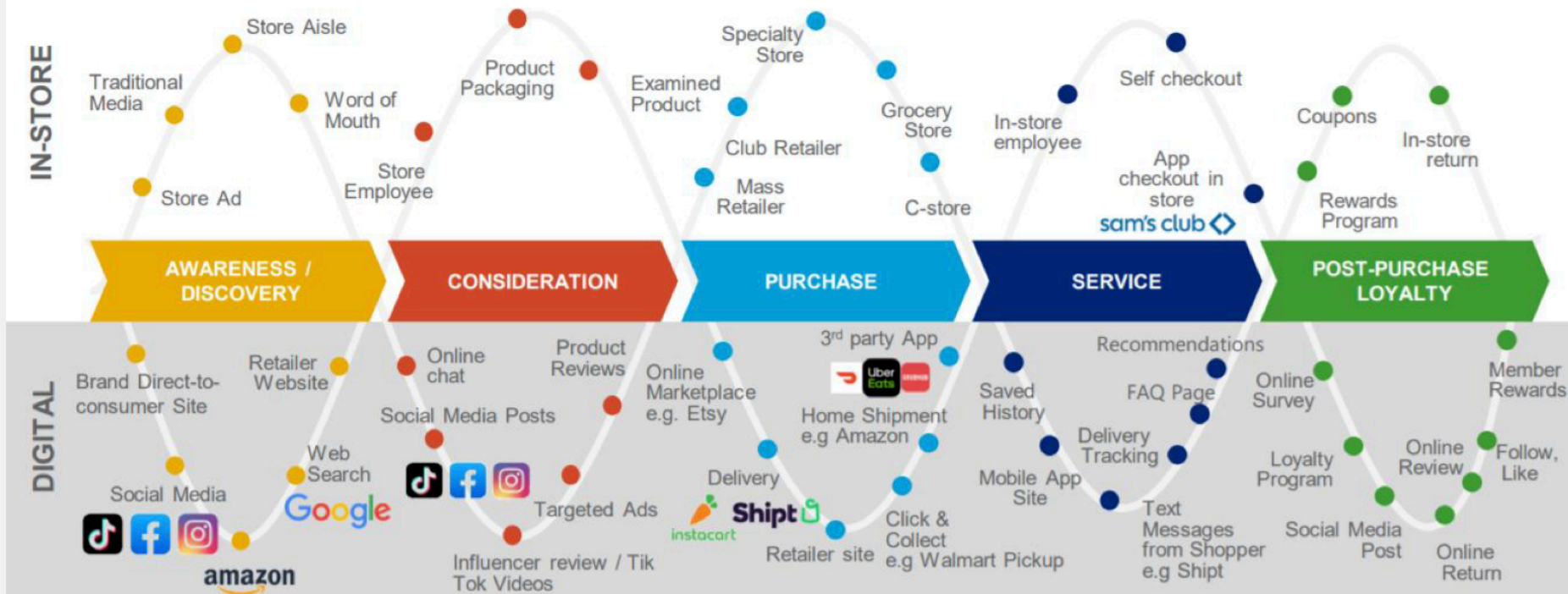
Physical and digital touchpoints



Source: Kantar

As the Shopper Journey Becomes More Intricate, Retailers and CPGs Must Establish Strong Digital Touch Points to Attract, Engage and Retain Shoppers

The consumer path to purchase is shifting toward digital discovery and purchase vs. in-store as consumers prioritize lower prices, faster purchasing, easy access customer service and better loyalty rewards.

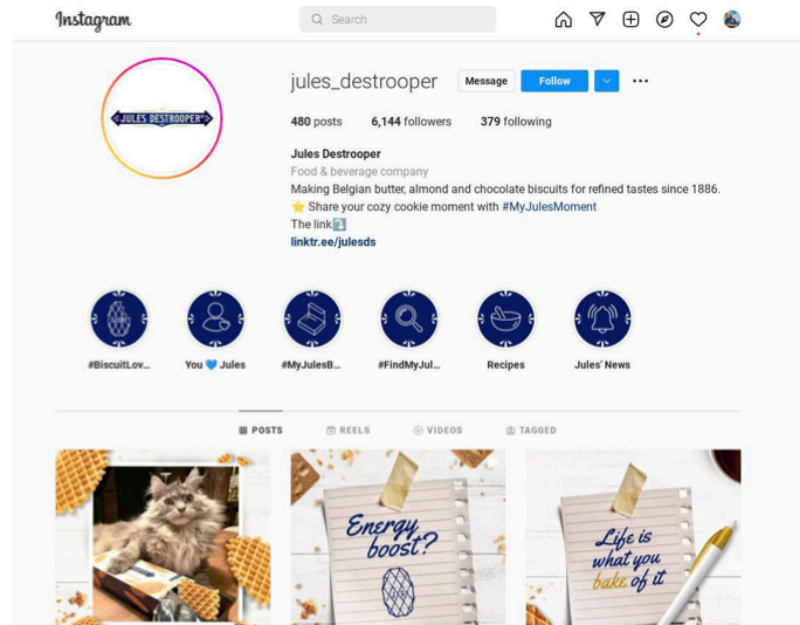
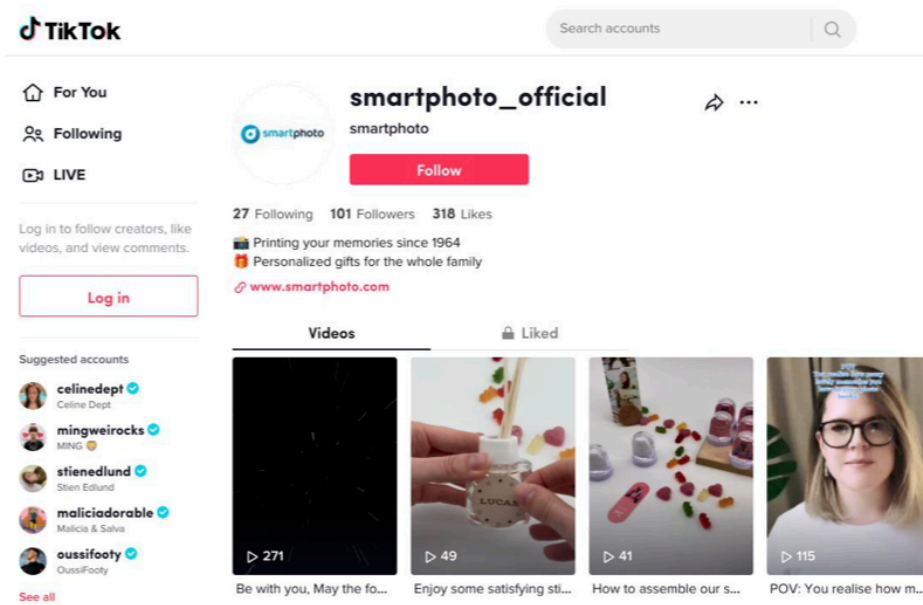
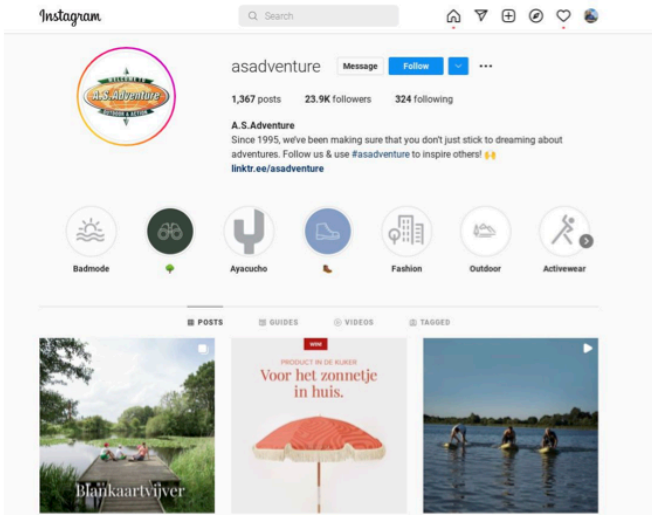
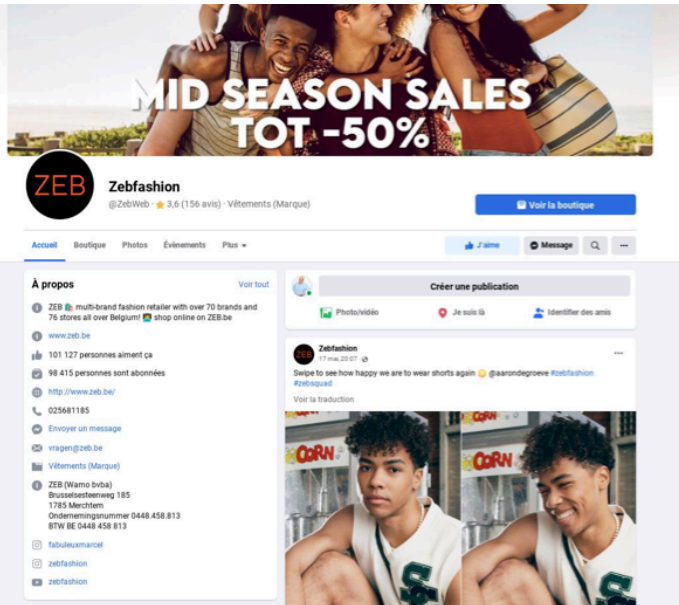


OPPORTUNITIES

Invest in personalized and bundled offers and solutions (e.g., spring color collection selected for you vs. lip, eye, nail and cosmetics messages).

Target shoppers (e.g., based on purchase behavior) via paid search (e.g., sponsored results, product display ads), retail media networks, delivery/retailer apps.

Optimize digital content on product pages to drive shopper conversion.



1. Who posted it: You're more likely to see content from sources you interact with, including friends and businesses.
2. Type of content: If you most often interact with video, you'll see more video. If you engage with photos, you'll see more photos. You get the idea.
3. Interactions with the post: Algorithm will prioritize posts with a lot of engagement, especially from people you interact with a lot.

Commitment of your audience

Create community based on your values

**FEB
2022**

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



TIME SPENT USING
THE INTERNET



5H 45M

YEAR-ON-YEAR CHANGE
+5.2% (+17 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 03M

YEAR-ON-YEAR CHANGE
+0.5% (+1 MIN)

TIME SPENT USING
SOCIAL MEDIA



1H 34M

YEAR-ON-YEAR CHANGE
-10.5% (-11 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 07M

YEAR-ON-YEAR CHANGE
-6.9% (-5 MINS)

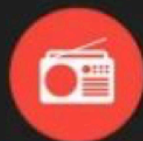
TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



0H 57M

YEAR-ON-YEAR CHANGE
-5.0% (-3 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



1H 42M

YEAR-ON-YEAR CHANGE
+1.0% (+1 MIN)

TIME SPENT LISTENING
TO PODCASTS



0H 25M

YEAR-ON-YEAR CHANGE
+8.7% (+2 MINS)

TIME SPENT USING
A GAMES CONSOLE



0H 40M

YEAR-ON-YEAR CHANGE
-11.1% (-5 MINS)

GWJ.



GWJ.



GWJ.



22

SOURCE: GWJ (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD, GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWJ.COM](https://www.gwj.com) FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

**we
are
social**

KEPIOS

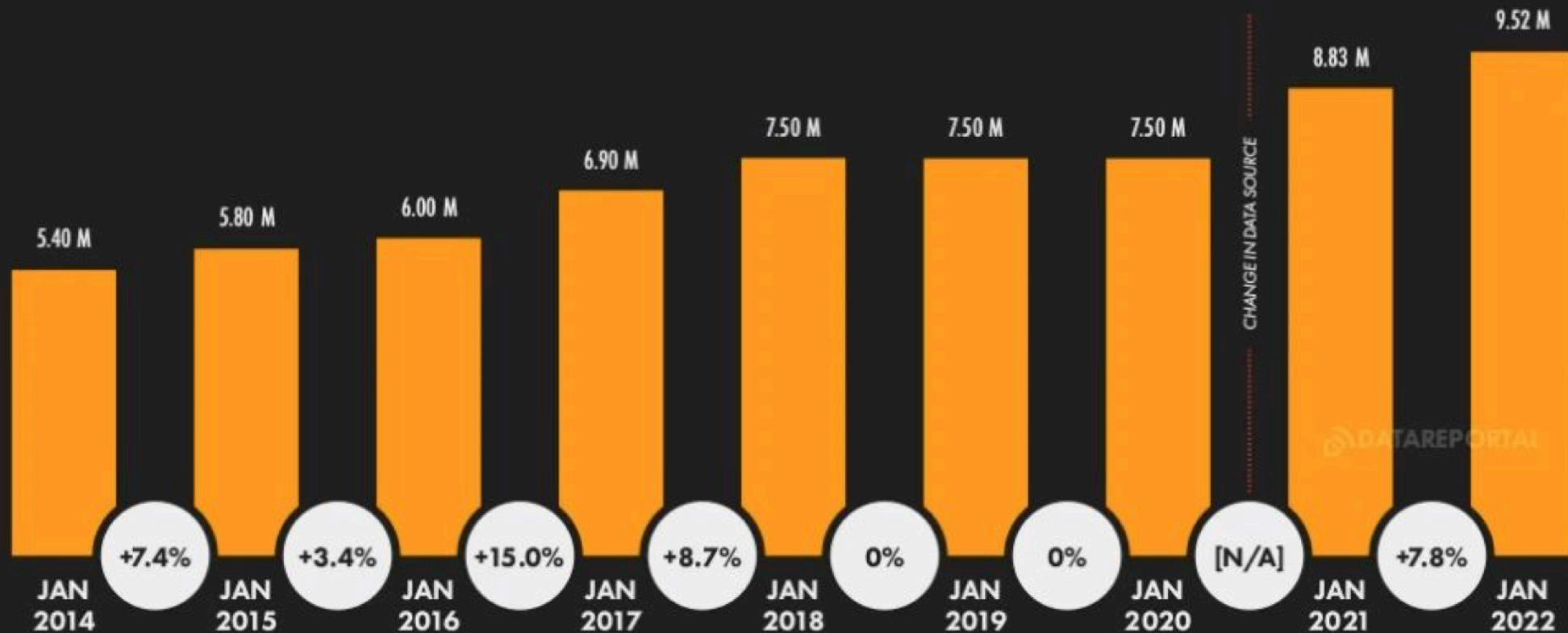
FEB
2022

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS AND YEAR-ON-YEAR CHANGE



BELGIUM



SOURCES: KEPIOS ANALYSIS, COMPANY ADVERTISING RESOURCES AND EARNINGS ANNOUNCEMENTS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** CHANGES TO DATA SOURCES AND SIGNIFICANT BASE REVISIONS IN SOURCE DATA MAY MEAN THAT FIGURES ARE **NOT** COMPARABLE BETWEEN CERTAIN YEARS.

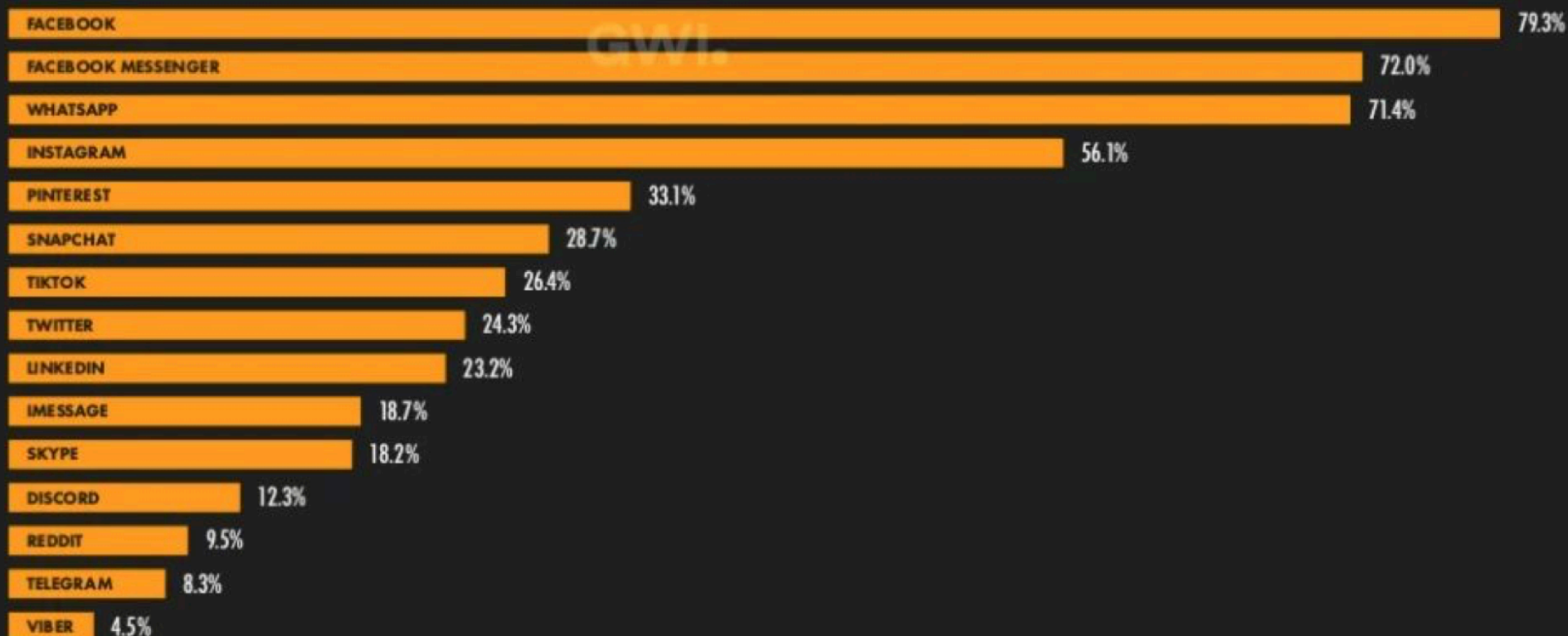
we
are
social

KEPIOS

FEB
2022

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH



52

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD, GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

we
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social

KEPIOS

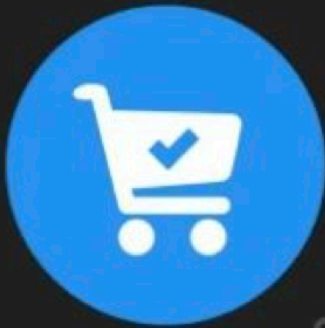
FEB
2022

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



PURCHASED A PRODUCT
OR SERVICE ONLINE



GW.

43.4%

ORDERED GROCERIES
VIA AN ONLINE STORE



15.1%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



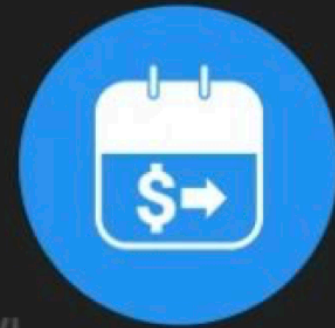
14.2%

USED AN ONLINE PRICE
COMPARISON SERVICE



18.2%

USED A BUY NOW,
PAY LATER SERVICE



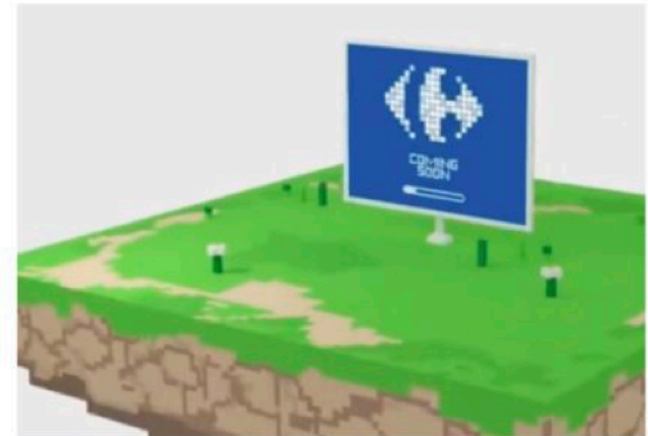
8.2%

Looking ahead, we can see the premises of purchases being integrated live in TV shows or even in the Metaverse

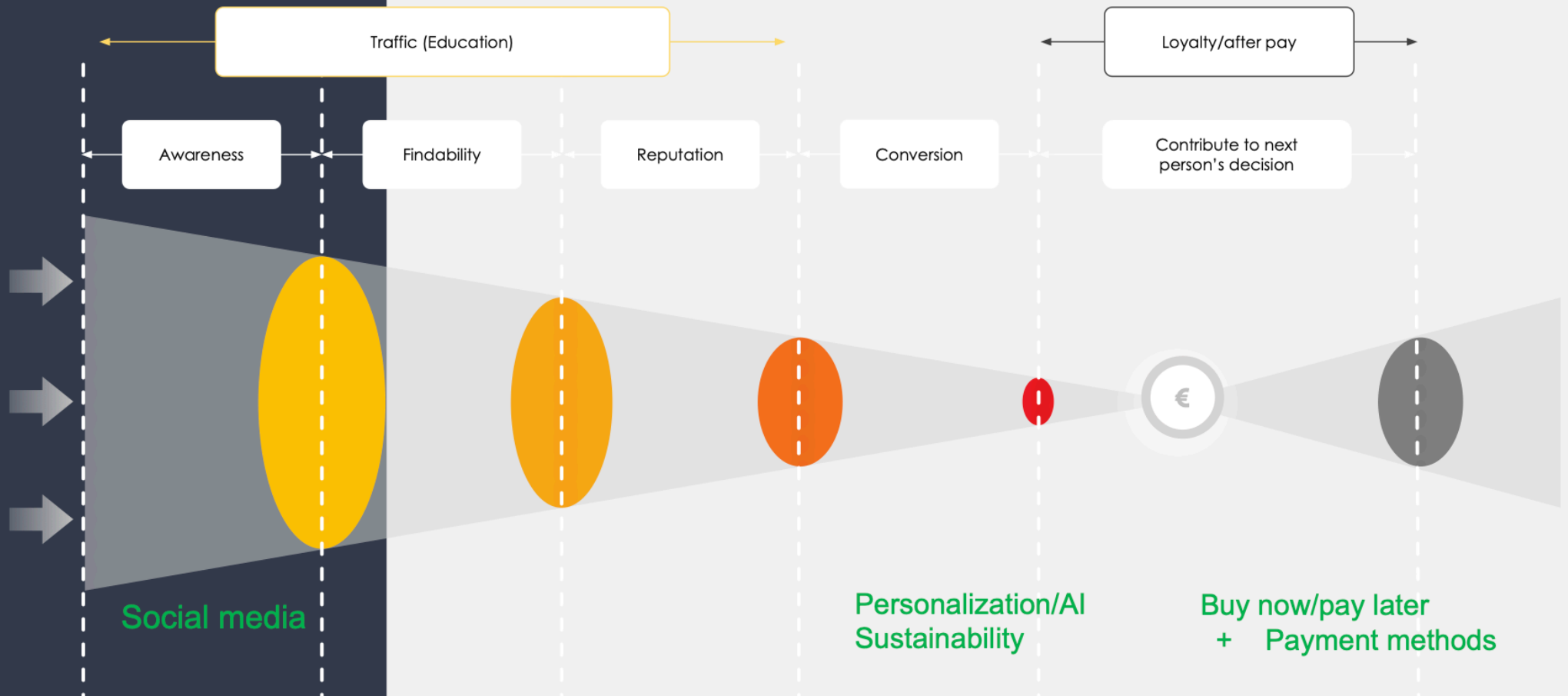
TV



Metaverse



Customer Journey online - 2022 Challenges



Omnichannel

Our customers must have a **frictionless experience/journey**.

They must find **consistency** in the products offered, in the prices and in the promotions.

They must be able to find the same products online and in store. To be able to order and pick up or be delivered.

All this with the best experience across channels (**convenience**). Keep it simple!



Solution
Access
Value
Education

for

your CUSTOMERS

Multichannel

Communicate through your **customers channels**

TO & FROM your customers

Ex: customer care (email, form, phone, whatsapp...) - able to answer to

question for store and e-commerce

Marketing: influencers, Facebook,

Insta... Tiktok

Appendix

Mobile application

The customer centric & omnichannel media

