

Auchan



CUSTOMER STORY

LĒCTRA®

“RETVIEWS REVOLUTIONIZED OUR PRICING ANALYSIS”

“During the global pandemic and amid supply chain disruptions, we are able to monitor market prices and best adapt our pricing strategies, thanks to Retviews.”

Marion Fouque
Kidswear Textile Offer Leader

Auchan is a French multinational retail group and one of the world’s largest retailers with a prominent presence in France, Poland, and Spain, among other leading countries.

Despite a leading focus on physical stores, Auchan is exploring the digital, and has been able to enhance its pricing and assortment analysis thanks to Retviews.

“Fair-to-Wear Fashion”

Auchan, putting forward its core values of quality, inclusivity, accessibility, and sustainability, created its own clothing brand in 1998, **“Inextenso”**. The brand stands at the center of a consumer’s daily life, with affordable apparel for each family member. Fair prices, fabrics, and creation – Inextenso by Auchan highlights fair-to-wear fashion.

Inextenso



THE CHALLENGE

Auchan’s teams were faced with the time-consuming and inefficient task of manual benchmarking. Frequent manual pricing analysis was unfeasible and led them to put large amounts of effort in data collection alone – which had no added value for Auchan.

As a mass market retailer, Auchan needed to stay aligned with its competitors on its most affordable prices to not fall behind. The retailer thus found a real need for a tool that would allow its teams to monitor competitors’ strategies in real-time and optimize its own collections.



With Retviews, Auchan is able to analyze data more efficiently, and ultimately make decisions faster. Making pricing and assortment analysis easier, Retviews allowed Auchan to track competitor strategies amid the global pandemic and supply chain disruptions, **thus reducing lead times**, allowing Auchan to **avoid losing out on margins**, and **adapt their prices faster** in order to stay competitive.

BENEFITS

Boosting Resilience in a Changing Fashion Industry

A global pandemic that brought on international lockdowns and store closures, made manual benchmarking an even greater struggle. During pandemic-driven lockdowns, Auchan was able to **easily continue monitoring competitor prices and assortments thanks to Retviews.**

The current retail environment remains complex, considering supply chain disruptions and political unrest. Auchan's teams, ranging from merchandising and buying teams to stylists, all consistently and closely use Retviews in order to stay ahead of industry changes.

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Revolutionized Price Analysis

Retviews allows Auchan to access in-depth data in only a few clicks and provides its teams with a real-time analysis that is faster, more intuitive and more visual than benchmarking manually - **giving a close look at the product behind the price.**

Being a mass market retailer, with a strong focus on minimum prices, Retviews allows Auchan to closely monitor competitors' lowest prices as well as their pricing structures ranging from minimum, maximum, average and most frequent prices, and adjust its own prices accordingly, to hit the market with the right strategy.

Previously spending copious amounts of time on collecting data that quickly became obsolete, Retviews made data extraction simple, and allowed Auchan to focus on analyzing real-time data efficiently.

"Retviews revolutionized our pricing analysis. With Retviews, analysis takes much less time than before. We can access complete dashboards in 2-3 clicks and we are much more flexible."

Marion Fouque
Kidswear Textile Offer Leader





Optimizing Sizing

With Retviews, optimizing sizing assortment is no secret to Auchan. The French retailer was able to get a close look at competitors' sizing structure then **confidently adapt its offer to expand on different age groups and boost inclusive sizing, thus significantly improving lead time**, thanks to Retviews.

Don't Lose on Margins

Closely following competitors' assortment mix amid supply chain disruptions, Retviews allows Auchan to keep track of specific categories such as t-shirts, collaborations and multi-pack products, see the weight of different price points in assortments, and **adapt their own assortment mix. With Retviews, Auchan is able to get the right pricing strategy and avoid losing on margins.**



All-Around Client Support

Working with Retviews, Auchan is able to get extensive support, and a fully tailor-made client experience with regular follow ups and workshops.

As the market changes, so do Auchan's needs. Thanks to Retviews' flexibility, Auchan is **able to update the competitors and countries it would like to monitor through time, in order to best suit its needs.** Regularly integrating new features, Retviews allows Auchan to take advantage of the latest tools and data, to stay ahead of competitors.

"Retviews is reactive and available. Regular workshops and communication from Retviews, along with the ability to adapt our project scope through time, are a big plus for our teams."

Marion Fouque
Kidswear Textile Offer Leader

ABOUT RETVIEWS

With Retviews, you can quickly and easily gain visibility into your competitors' assortment, pricing, and discounts - meaning you can make your lines more profitable. Powered by accurate, real-time data, our cloud-based platform can optimize your collection development and global go-to-market strategy. With just one click, you can access valuable insights about your own and your competitors' businesses, all via a customized dashboard. Save time and be confident in your decisions with our solution powered by AI. Take advantage of your competitors' data. Hit the market on time, on trend and on cost.

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