



Customer Satisfaction: A sizeable priority for Le Temps des Cerises

Le Temps des Cerises: French expertise

Founded in 1998 in Marseille by Lylian Richardière and specializing in jeans, the brand offers clothing and accessories for men, women, and children. Inspired since childhood by her father, Gil Richardière, and by denim, Lylian contributed greatly to the popularization of faded jeans. Denim fabric gets its name from the city of Nîmes, where it was originally woven to make sturdy clothing for workmen.

1998
Brand
founded

250
Employees

6
Countries

81
Stores
in France

Omnichannel at the center of the brand's challenges

Le Temps des Cerises began its stores' digital transformation with E-reservation, which the brand calls «a history-making service and a must-have for consumers.» The brand then chose to deploy a system for in-store web orders, instant checkout, and pick-up purchases, meaning that sales associates can now create mixed shopping carts for their customers. In the three years since this service was implemented in stores, the brand's revenue has grown by 4%.

The brand's goal in implementing these omnichannel scenarios was to refocus its digital strategy around sales associates, prioritizing more individualized customer support. To facilitate the integration of this omnichannel scenario with the brand's IT systems, SoCloz developed a standard connection to Cegid Y2 for real-time communication with the brand's Checkout System. Thanks to this new integration, sales associates can directly access customer data and marketing operations without going through Y2.

Omnichannel Scenarios



E-reservation System



Ship From Store,
Click & Collect (stock
from warehouse and store)



Mobile ordering and
checkout system

They can also create mixed shopping carts that include items for both store pick-up and online order. To finalize the sale, the shopping cart is sent to the register in real time, and the associate handles checkout as though it were a traditional sale.



The mobile order acceptance and instant checkout system is a vital, must-have tool for our sales teams. They couldn't do without it anymore!



Le Temps des Cerises

When the sale is finalized, the order is coordinated in the OMS. In addition to increasing in-store revenue, this new tool enables sales associates to interact directly with customers on the sales floor and the fitting room. Also, with the mobile order acceptance and instant checkout system in place, the brand was able to drop its inventory PDA in favor of an Android (Honeywell) 2D scanner that can handle mobile orders and instant checkout in addition to inventory. That means sales associates are now equipped with a single device for multiple tasks, which represents considerable savings for the brand. The brand didn't stop there. Over sixty stores have been working with the SoCloz omnichannel order management system for several months. Using the mobile ordering and instant checkout system, a sales associate can choose to draw a customer's order from a centralized warehouse, from their own store, or from the inventory of another point of sale. It's a «win/win» situation for the customer, who is less likely to be frustrated by an out-of-stock item, and for the sales associate, who will earn the sale even if the product is not taken from their own store's inventory.

Le Temps des Cerises reflects on their experience

Why did you undertake this omnichannel approach?

Using digital tools to optimize customer satisfaction is a must if we are to stay competitive. By offering our customers our full range of products, whether through E-reservation in advance or by placing a mobile order directly in the store, we can better gain their loyalty. From an ergonomic perspective, this digitization frees up our traditional checkout system and makes new features available in our stores. Several months ago, we decided to go even further to facilitate our inventory management, both centrally and in our stores. At this time, sixty-five of our stores have



E-reservation system

80% conversion rate increase

20% of brands are fully equipped



Mobile ordering and checkout system

25% increase in products sold

15% increase in revenue



SoCloz Coordinator

15% increase in revenue, online and offline

the SoCloz omnichannel order management system (OMS), with unified stock from warehouses and stores. From the SoCloz app, our sales associates have direct access to all our available stock, which means they can now order products from the warehouse if they aren't available in the store. The OMS handles coordination of the order and checks which stores can fulfill the order (Ship from Store).

Why did you choose SoCloz to guide your omnichannel transformation?

We had some significant constraints: an OMS that connects to Cegid Y2, the bundled offer feature, and the option for customers to pay in cash. Since we already had SoCloz in place for E-reservations, and that implementation had gone so well, we wanted to keep working with them. We entrusted the digitization of our points of sale and the establishment of the mobile ordering and instant checkout system to them. For us, that goes through a sales associate tablet. And since SoCloz has always been able to meet our needs, we've just successfully implemented their OMS in order to make our customers' in-store experience even smoother and increase product availability on our website.

What results did you observe after implementing the SoCloz platform?

95% of E-reservations are ultimately converted, even before our private sales. For us, the E-reservation provides assurance that the product will be sold. On the mobile ordering and instant checkout side, over the first six months, that system generated an additional 2 to 5% in revenue in our stores. So the future seems bright, to say the least. Finally, SoCloz OMS with Ship From Store has been the highest performer, with a significant increase in revenue

on the e-commerce site and in stores. Enabling our sales associates to place a mobile order means they have the opportunity to provide 100% satisfaction to their customers, giving them access to our brand's entire available inventory. That revolutionizes source of business for us.

What was your teams' «on-the-ground» experience like as these changes were implemented?

Aside from the Ship-From-Store scenario, in which the store doesn't collect the revenue, all the scenarios were welcomed by our teams. It gives sales associates more opportunities to convert a customer's visit into a sale. To encourage use of the mobile ordering and instant checkout system, we decided to allocate 100% of the revenue generated by those sales to the store, even if the order isn't fulfilled from the store's own inventory. That's a fair way of accounting for their sales, and our associates are very pleased with the policy.

Do you plan to implement new omnichannel strategies in the future?

The next step would be to implement Express Click and Collect, which involves check the stock available in our stores. It's a way for us to satisfy our customers as quickly as possible while making it easier to move stock out of our stores. First and foremost, though, it's an opportunity for our customers to pick up their orders within a few hours at the nearest point of sale where the product is available. We'd also like to spread the use of SoCloz OMS to all our stores, particularly including our outlets.

