



Industry:
Grocery Retailer

Location: France

Size: \$50b+

Customer Since: 2019

How Salsify helped Auchan digitize their relationship with SMB suppliers

Context

Auchan is the leading French retailer with regards to sales from SMBs (28%) and actively chooses to work with smaller suppliers. This philosophy also extends to online sales, but unfortunately the high quality requirements from consumers and legislators online often put SMBs at a disadvantage.

Having identified reluctant small businesses, Auchan asked Salsify to lead an informational and onboarding campaign in line with their values to favor SMBs.

**Within 3 months,
80% of suppliers
were onboarded**

THE SOLUTION AND RESULTS:

- **Within 3 months, 80% of suppliers were onboarded.**
- **56% of suppliers had a different contact number or address from the one on record.**
- **The Net Promoter Score measured from these suppliers was +27.**





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How Auchan sourced a new product in just 5 minutes with Salsify

Context

Auchan is the leading French brand in terms of turnover achieved with SMEs (28%). Finding new SME suppliers is a permanent challenge: sales managers cannot meet with more than 2 or 3 suppliers per week and participate in more than a few trade shows per year, meaning they cannot meet more than about 100 suppliers per year. On average, local suppliers can only visit stores every 2 months, which is not often compared to the pace of promotional events and supplier innovations.

**5 minutes to
source a product**

**Listing time
reduced by 60%**

THE SOLUTION AND RESULTS:

Now, thanks to Salsify, sales managers can discover hundreds of local suppliers and stay in touch with them. Commerce managers have access to thousands of innovations from suppliers and can find the products they need within minutes.

- Auchan Schweighouse and two other local hypermarkets registered with Salsify to collect product information for use in local leaflets
- Gabrielle Frankhauser, aisle manager, typed “heart” in the search, found a suitable product, and contacted the manufacturer
- 2 days later, the product was listed locally and available in time for Valentine’s Day



"I was able to list an additional local product in 5 minutes. Two days later the product was on the shelves."

Eric Hoffman
Store Director
Auchan

- Reduced time to market
- Listing time reduced by 60%: new product listed in 2 days (vs. 5 days)
- Teams can focus on more value-added tasks
- More agility, especially regarding seasonal products



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How Salsify enabled Auchan to increase sales of Unilever products by 26% on their e-commerce website

Context

Before partnering with Salsify, Auchan faced challenges regarding e-commerce data that ultimately led to poor data quality:

- Each team (web, store, pricing, etc.) used a different data model
- Quality checks were mostly manual and not systematic
- Information traceability was low due to numerous data corrections and different tools

**26% in
e-commerce sales**

THE SOLUTION AND RESULTS:

Thanks to Salsify, Auchan improved internal processes and tools by using:

- A scalable and standardized data model allowing teams to increase data usage
- Automated quality checks and supplier scorecards that are available to buyers
- Information traceability thanks to change history and version control



After a few months using the Salsify platform, Auchan observed the following benefits:

Savings resulting from the delegation of content production to suppliers

An increase in sales (26% increase in e-commerce sales for Unilever products)

Regulatory responsibility for product data delegated to suppliers

"Our e-commerce sales have increased by 26% thanks to better content."

Romain David
E-Commerce Director
Unilever