

Industry:

Grocery Retailer

Location: France

Size: euro 80b+

Customer Since: 2018

How Carrefour digitized e-commerce relationships with their suppliers thanks to Salsify

Context

Carrefour previously worked with several content capture companies to generate product data for their websites. But due to a new strategic decision that led to a massive increase in their assortment, the costs were not sustainable.

At the same time, new regulations were introduced in Europe, leading to a dramatic increase in the number of attributes that retailers had to provide to sell a product.

Carrefour onboarded 100% of their suppliers in 4 months

Within 4 months, 80% of product data was compliant



THE SOLUTION AND RESULTS:

Carrefour turned to Salsify to delegate data collection from suppliers

Suppliers onboarded (%)

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- Within 2 months,50% of suppliers were onboarded
- Within 3 months,80% of suppliers were onboarded
- Within 3 months,50% of product data was compliant
- Within 4 months,80% of product data was compliant
- Carrefour onboarded 100% of their suppliers in 4 months