

Galeries Lafayette improves customer experience with its Marketplace powered by Mirakl

Galeries Lafayette places customers at the heart of everything it does – the customer experience is of utmost importance. The company's stated goal is to surprise, attract, serve and win customer loyalty by offering the best choice of products, the best presentation, and the best services for a truly unique shopping experience.

In the physical world, one of the keys to Galeries Lafayette's success is the company's ability to create a one-stop-shop for its customers, gathering a large choice of selected brands and delivering a high-quality shopping experience. The only constraint to what Galeries Lafayette can offer its customers is space in the store.

In the digital world, that constraint is removed, and Galeries Lafayette saw the chance to improve the overall customer experience even more.



A Marketplace extends assortment quickly and guarantees an endless aisle

To overcome the physical space constraint, Galeries Lafayette balances its online and offline selection to meet customer expectations. For example, the company now offers online products (e.g. toys, art de vivre) that had been removed from the stores for space arbitrage.

As in the physical store, Galeries Lafayette wants to offer customers the right assortment online. To do so quickly, and to avoid out of stocks, Galeries Lafayette launched an online marketplace powered by Mirakl.

Here, trusted third-party sellers can offer additional breadth and depth of product choices, creating an endless aisle so that Galeries Lafayette never misses a sale.

Using the marketplace model to extend assortment and achieve the endless aisle provides multiple benefits to Galeries Lafayette: Profitable growth, Merchandising agility and scalability.

✔ Profitable growth

Galeries Lafayette does not have to pay for inventory, logistics, or servicing the products; rather, the company takes a virtual pure profit commission on the sale. If a product performs well on the marketplace, Galeries Lafayette can move it to retail knowing it already satisfies customers.

✔ Merchandising agility

Because third-party sellers can be up and running on the marketplace within a matter of hours, Galeries Lafayette can react to customer needs extremely quickly. This speed can be especially important to capitalizing on fad products such as fidget spinners, which sell at high volumes for a short period of time, limiting the window of opportunity for a retailer to capitalize on the trend.

✔ Scalability

A merchandising team can only manage a finite number of suppliers. With a marketplace, it is possible to handle hundreds or even thousands of sellers with a small team. This allows for assortment expansion at a broad and global scale.

The Mirakl Marketplace Platform™ is the foundation for growth

Because speed is key in today's digital world, Galeries Lafayette needed to get its Marketplace live quickly in order to remain competitive, while also providing partners with a robust, complete and efficient solution to allow them to deliver their very best service.

At the same time, Galeries Lafayette needed to ensure that it offered a customer experience with the highest quality service that upholds the prestigious Galeries Lafayette brand. Furthermore, the Marketplace project could not be time and resource intensive for Galeries Lafayette.

To achieve this, Galeries Lafayette chose the Mirakl Marketplace Platform™, a purpose-built platform specifically for launching and managing a marketplace. Mirakl's solution includes pre-built and automated workflows, rules templates and components such as Mirakl Catalog Integration™ and Mirakl Quality Control™ to quickly launch a Marketplace without incremental internal resources. The Quality Control functionality is especially important to ensuring that sellers uphold the Galeries Lafayette brand reputation.



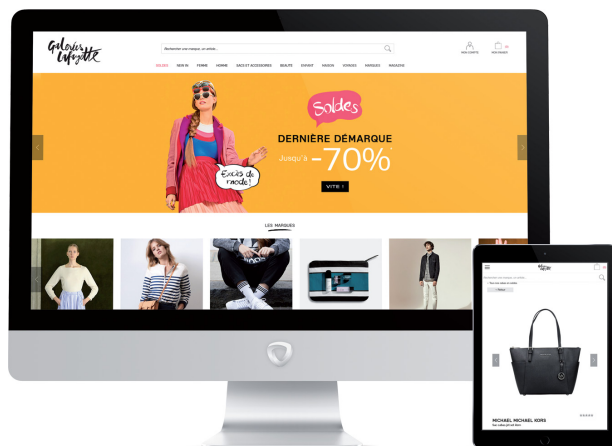
"Choosing the Mirakl Marketplace Platform™ was a no-brainer, especially because our requirement was to quickly and easily extend our assortment via partners, while at the same time maintain strict control over the quality of service on our Marketplace. Mirakl not only makes it easy for us to manage the Marketplace – onboard sellers, integrate catalogs, orchestrate logistics – but it also makes it easy for our seller partners to list products on our site. As such, we are able to improve the shopping experience of who are increasingly demanding of high quality service."

Jean-Philippe Marazzani
Internet Director of Galeries Lafayette

Galeries Lafayette's Marketplace produces significant results

Many eCommerce projects are hard to gauge in terms of real impact on business KPIs such as revenue growth and profitability. Galeries Lafayette's marketplace produces tangible results and provides a foundation for future growth. With its marketplace, Galeries Lafayette was able to:

- Increase references and choice for customer with more than 70 additional brands and 60K SKUs.
- Drive net revenue growth by expanding into five new product categories including home and decoration and increasing eCommerce revenue by more than 10% in year 1 of operation.
- Increase margin by 2x.



Mirakl is the global leader in online marketplace platforms, and is trusted by leading retailers like:



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