

# Auchan

Auchan is one of the largest retail companies with more than 55 years of successful operation on the international market. It has 4 formats: hypermarkets, superstores, supermarkets and convenience stores. The company occupies the 35th place among the largest employers in the world.



Region: **Europe**

Industry: **Retail**

Countries: **17**

Employees: **354,000+**

Stores: **4084**

Pre-tax profit: **€50.3 billion**

Auchan had been looking for a way to get reliable customer feedback for a while. The main method was a questionnaire which turned out to be ineffective because in this scenario clients tend to tell what a company wants to hear from them. This is precisely what served as the main reason for the decision to start monitoring social media.

## Challenges:

- Reliability of customer feedback was questionable;
- Inability to conduct end-to-end analytics;
- Inability to evaluate employees' performance.



Challenge accepted!

## Results:

- ✓ Adjusted customer communication strategy;
- ✓ Revised pricing policy per customer reviews;
- ✓ Analyzed service quality;
- ✓ Began responding to critical situations quickly;
- ✓ Increased customer loyalty;
- ✓ Amended marketing activities to drive lead acquisition.

*"By the way, it is worth noting that we managed to build an effective feedback process within a large team. Also, we resolve different issues, such as inaccuracies in price tags, disagreements with clients, etc. within 24 hours,"*

**- Irina Yargina, Community manager at Auchan.**