



Darty Press Contact

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The Darty® Button rewarded during the 2016 Aecus Innovation Awards

Boulogne-Billancourt, November 17, 2016 – Since 2014, the [Aecus Innovation Awards](#) recognizes the most innovative actors and the most successful collaborations between service providers and their clients. This year, the Connected button Darty project, based on OdigoTM¹, a Prosodie-Capgemini solution specialized in the design and hosting of digital platforms dedicated to customer relationship, is one of the winners.

The Darty® Button reinvents the connected customer service

In 2014, Darty, leader in specialized distribution of household equipment in France, launched the first connected object for the customer service. Operating 24 hours a day and 7 days a week, the Darty® button allows the consumer to be recalled in seconds by a counselor who can answer any questions about products from home, all brands, whether purchased at Darty or not, and even if they are no longer under warranty, as long as they are referenced by the brand.

The 750 Darty advisers, spread over several centers, have information on the client during the recall, from his purchase history, his previous connections with the CRM of the brand or the interactions conducted via OdigoTM, the Platform for customer relationship of Prosodie Capgemini. They also have information on the history of all product failures listed in the home through a fifteen years enhanced data base. Thus, this button offers customers a rapid, personalized assistance and a

¹ Multichannel Solution for customer interactions in the cloud



service "concierge" premium. To date, over 50% of problems are solved by telephone through Darty contact centers.

"We are proud to win this international award. Two years after its launch, nearly 300 000 customers have chosen our new service, through the physical button, or its digital version. We continue to innovate and now offer a video button assistance. Our customers have the opportunity to show the camera of their smartphone in their failure equipment and talk with the counselor. Today, we are the first retailer in Europe to offer a telephone help and universal video experience," said Vincent Gufflet, Darty Director of Services.

"It's a real pleasure to accompany economic actors such as Darty using innovation as leverage to create a closer relationship with consumers. Connected devices, analytics, Big Data... The technologies exist and companies can dispose to reinvent the relationship with their customers," said Erwan Le Duff, CEO, Prosodie-Capgemini

Aecus will reward the winners during a ceremony held on 17th of November in London.

About Darty

Darty, leader in specialized distribution of household equipment in France, offers its customers the best technological innovations. The "Contract of Trust" ® has been the heart of the business philosophy of Darty for over 40 years. This is a written promise to its customers, based on three pillars: guaranteed low prices all year by the refund of the difference, choice of equipment in stores and on darty.com, quality services accessible 7 days a week

About Prosodie-Capgemini

A subsidiary of the Capgemini Group since July 2011, Prosodie-Capgemini creates and hosts the Front Office services platform of digital services, such as Odigo solution dedicated to the relationship multichannel customers. Elaborated from innovative proprietary technologies, Prosodie-Capgemini's solutions address every stage of the digital trail users. Offered in the cloud, such services provided in real time is based on a technical platform highly available and secured. Prosodie-Capgemini benefits from the international dimension of Capgemini to deploy its offer alongside other Group entities.

For more information: <http://www.prosodie.fr/>

¹ Multichannel Solution for customer interactions in the cloud