



La Fnac
Paris, France
www.fnac.com

Industry:

Retail & Distribution

Annual Revenue:

US\$5.1 billion

Employees:

19,000

Oracle Products & Services:

Siebel Loyalty

“The flexibility and simplicity of Oracle’s Siebel Loyalty solution allowed us to rapidly build our customer loyalty and helps us cater to our customers’ expectations.” – Marion Hamacek, Customer Relations Director, La Fnac

La Fnac Improves Customer Loyalty with More Flexible, Targeted System

A subsidiary of the PPR group, the world leader in retail and luxury goods, La Fnac is France’s leader retailer of arts and technical products, operating through a chain of stores and online. Fnac has a presence in eight countries, with 100 stores, 70 of them in France. Fnac uses a fee-based customer-loyalty program that converts customers into members who are entitled to special discounts, promotions, and rewards.

Challenges

- Modernize a technologically obsolete member-management solution
- Cultivate customer loyalty through customer-specific marketing strategies and rewards
- Extend member management services so customers can contact Fnac for after-sales or other services at their convenience

Solution

- Replaced a limited, inflexible, antiquated member management solution with Oracle’s Siebel Loyalty Management, enabling the company to maximize its customer relationships
- Unified Fnac’s marketing strategy for better marketing efforts and campaigns
- Shortened the time needed to train the hosts and hostesses stationed at La Fnac’s membership stands and customer-service counters, expediting customer interactions
- Provides access to all of a member’s information on a single screen for fast, accurate customer analytics
- Deployed Siebel Loyalty within two months at all 70 of La Fnac’s French stores and to the 700 users of its membership stands
- Enabled the company to design and run more effective, customized promotions, such as happy hour awards points, that reward the right person at the right time and place
- Improved sharing of membership knowledge among the marketing team, helping with campaign execution and effectiveness and enabling Fnac to convert insight to action