

# CARREFOURSA IMPROVES CUSTOMER SATISFACTION IN LIGHT OF THE MOST ACCURATE ANALYSES WITH THE SAP C/4HANA SOLUTION



## Goals

- Reduction of the average processing and calculation time of a cart containing 21 items on average down to 2.5 seconds
- Shortening of the average shopping time
- Increase in transformation rates through UI/UX improvements
- Maximizing customer satisfaction and improving customer loyalty



## Solutions

- SAP C/4HANA e-Commerce
- Datahub
- OMS



## Benefits

- Store operations have been entirely transformed into an omnichannel model.
- Product life cycle management has been automatized.
- Real-time stock control has been enabled.
- Customer data has been segmented.
- Promotion management capabilities have been improved.
- New sales channels have been developed by clearing the way for the shipping of product ranges such as electronics and whiteware being shipped throughout Turkey.
- Online sales revenue has multiplied by 6 folds within 3 years, thanks to the improvements achieved.
- Delivery success has been improved by 50 percent.
- Site traffic and the number of customers have multiplied by 2.5 folds.
- Store operations have been optimized through the development of the application Picker to improve in-store product picking and loading times.



**Industry:** Retail  
**Number of employees:** 350,000+  
**Website:** [www.carrefoursa.com](http://www.carrefoursa.com)