



roamler

CLIENT CASE

HOW TO CHECK FACINGS AND PROMO BOXES IN 200 SPECIALTY HYPERMARKETS?

**ROAMLER &
PHILIPS HUE FRANCE**

PHILIPS

hue



200 STORE VISITS



IN 4 DAYS



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***THANKS TO ROAMLER'S
STORE CHECKS, WE
COULD OPTIMISE OUR
MERCHANDISING
STRATEGY ON TIME.***



Isabelle Respaut
Channel Marketing Manager
at Philips Hue France

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Philips Hue France, part of Signify group, offers smart lighting systems for your home. The smart lights, combined with smart controls, create an adapted atmosphere for every moment and change the way you experience light.

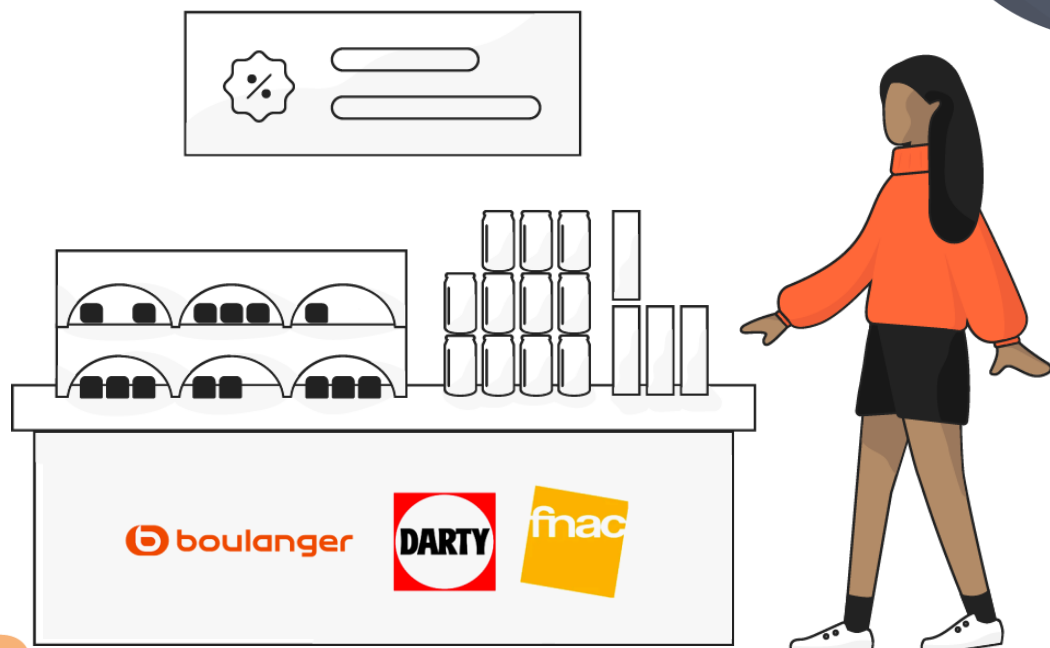


The brand's products are available at many different retailers, making it hard for the brand to get results from the field in real time. The collaboration with Roamler enabled the brand to check its execution in different retail stores.

OBJECTIVES

Philips Hue France aimed to perform checks at retail stores of 'Boulanger', 'Fnac', and 'Darty' for the following elements:

- 1 The proper **functioning** of product displays.
- 2 The **respect** of the merchandising plan.
- 3 The **filling level** of merchandising elements.
- 4 The **presence** of promotional boxes.



SOLUTIONS

Our community of trained **on-demand auditors** visited **200 retail stores** in a timeframe of **4 days**. Besides reporting on the aforementioned KPIs, the auditors uploaded **qualitative photos** of the displays through the Roamler app.

The uploaded data allowed us to create comparison reports of all checks, to have a clear overview of the products evolution and the merchandising plan in-store. The last implemented solution was to check the efficiency of corrective actions.

RESULTS

Thanks to the implemented solutions, Philips Hue France could:

- 1 **Optimise** its merchandising strategy.
- 2 **Target stores** where elements were not available for corrective actions.
- 3 **Improve reactivity** for a better execution in-store.



Isabelle Respaut – Channel Marketing Manager at Philips Hue France

“Thanks to Roamler, we could optimise our merchandising strategy on time. Results are concrete and let us have a realistic vision of the field in real time. We are very satisfied with the solution that brings us a great visibility and let us follow the evolution of results in-store.”



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CONTACT OUR EXPERTS

Benefit from real-time insights across all your distribution networks. OOS rate, shelf space, execution of displays; Roamler supports you in your operational strategy with tailor-made studies according to your distribution network.

Contact our experts. They will tell you all about the possibilities for your organization.

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