



Success story Platana x Electro Dépôt

The fair price without compromising on top-quality after-sales service: Électro Dépôt's winning formula



### **Problem Statement:**

At Electro Dépôt, the lack of a centralized tool was hindering the monitoring and management of after-sales service. Administrative tasks and manual processes generated additional costs and limited the efficiency of supplier refinancing. This complexity also extended the team onboarding and could impact the customer experience, despite the company's commitment to proposing reliable and competitive services.

These challenges highlight the key issues that Electro Dépôt needed to address to make its after-sales service more efficient, dependable, and customer-focused.

### Overview

- 3rd French leader in home appliances, multimedia, and leisure.
- Distributor of both its own brands and major international brands.
- 120 stores across 3 countries (France, Belgium, and Spain)

# Challenges



**Operational**: Centralize processes to shorten lead times and ensure reliable management.



**Regulatory:** Ensure AGEC and GDPR conformity.



**Financial**: Reduce administrative costs and optimize refinancing and procurement.



**Customer Satisfaction :** Offer a smooth, omnichannel customer experience through self-care.



Organizational: Centralize interactions between sellers, suppliers, repair partners and customers.

How to simplify and centralize after-sales management to improve operational efficiency?

How to prove that the promise of fair pricing can coexist with impeccable service quality?

How to transform after-sales service from a cost center into a genuine profit center?

How to involve customers in the after-sales journey to enhance transparency and satisfaction?

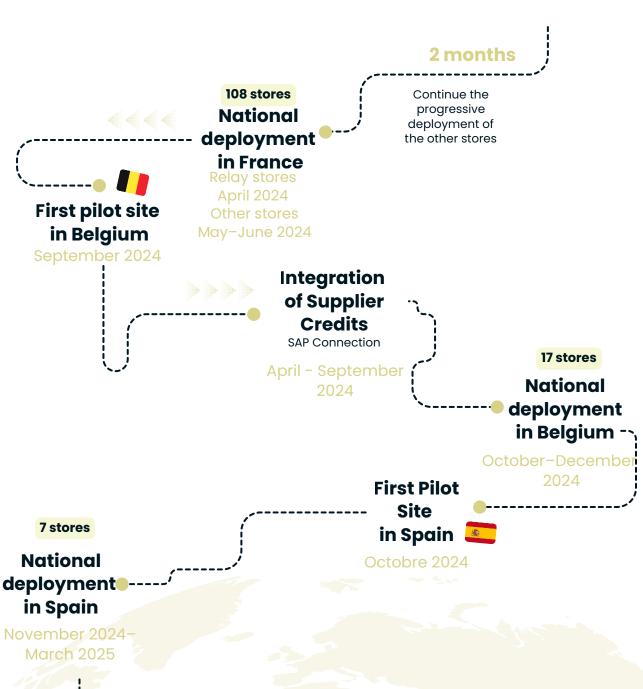


# Timeline of the collaboration

Collect initial

feedback

Analysis of existing processes Scoping workshops (business, technical, legal, DPO, accounting, 6 months IT system analysis Launch of the **SAV 2.0 project**  Integration launch Setup and configuration · Testing and validation **First pilot** site in France



**Digital** Self-Care



## **Our Solution**

## Build the target without disregarding the existing setup

- Detailed analysis of manual processes and areas for improvement.
- Progressive and pragmatic transformation based on actual usage.

## A 360° View of After-Sales Service

- Global framing incorporating all aspects: business, technical, processes, accounting, legal, GDPR, and customer experience.
- Goal: Establish a complete and coherent **view** for a controlled transformation.

### A "One Team" Collaboration Approach

- Co-development of business-specific features based on a solid, proven standard.
- An approach built on listening, transparency, and the search of concrete results.

### **Focusing on Automation and Application intelligence**

- Reducing manual tasks to increase reliability and minimize errors.
- Leveraging the strengths of the solution, designed to **promote automation** and **smooth integration with a wide range of information systems.**

## **Benefits**

- Centralized processing and monotoring through a unified tool.
- Simple, fast, and reliable handling.
- Team onboarding reduced from 6 to 2 months.
- Higher customer satisfaction thanks to optimized solutions and deadlines.
- Fast and measurable ROI.

# **Results Delivered by Platana**

**50%** 

time saved on processing a folder

< 4 min

to process an after-sales service folder

+ 50%

time saved with SAP integration for supplier credits

#### Who are we?

Platana is a French software company, co-founded in 2017 by after-sales service experts and industry professionals. In response to recurring under-equipment, we developed a end-to-end, omnichannel solution offering a smooth experience to all actors in the after-sales service chain. Today, we work hand in hand with our clients to enhance product sustainability through the digitalization of their after-sales service.

**4 Key Challenges:** Customer satisfaction, operational excellence in retail stores, minimizing financial losses, and monitoring the product quality.



The 1st Pure SaaS Player in After-Sales Service

The first 100% SaaS solution, dedicated exclusively to aftersales service, designed by experts in the field and for the field.



Large-scale projects, 100% successful

Proven expertise in the integration phase, supported by pragmatic consulting drawn directly from field expertise.



Proven and scalable solution

Modern and scalable architecture, adopted for years internationally and across various sectors.





"Before Platana, managing our after-sales service processes (store diagnostics, warranty management, and repair dispatch) was complex and required significant effort from our teams. Adopting Platana transformed our after-sales service, making it faster and more reliable across every country we operate in. Immediate benefits included reduced handling time, increased team versatility, standardized processes that minimize errors, and ensure accurate tracking. A solid solution, high-quality support, and a genuine understanding of our retail challenges."

Sébastien Thoux: Head of After-Sales Service.