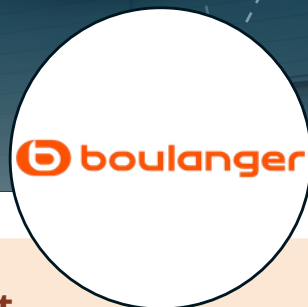


## Success story Platana x Boulanger

# An after-sales experience as smooth as the purchase



### Problem statement :

The online purchasing experience is now seamless, instant, and available 24/7, with no customer friction. Conversely, after-sales service is still often limited by operating hours, in-store visits, and fragmented processes.

The challenge is to provide a **fully digital, self-service after-sales experience**, available anytime and delivering the same level of quality and completeness as the purchase experience. This approach must cover all **customer solutions**, whether **in-store** or **at-home repairs**, under or out of warranty, **without any disruption in the customer journey**.

### About

- French leader in home appliances and multimedia
- “Boulanger Commits,” its sustainability program (repairs, extending product life, etc.)
- Over 220 stores across France

## Challenges

### ➤ Operational complexity :

- Numerous interactions across various systems, partners, and supplier contracts.
- Hundreds of thousands of references, each with its own specifics, complicate decision-making.
- After-sales procedures differ significantly based on the product, the fault, and the support context.

### ➤ Omnichannel approach :

- Digital support should stay consistent with in-store support.
- Rules, decisions, and statuses should be coherent across every customer channel.

### ➤ Intelligence and reliability

- Consistent and reliable decisions at every step
- Relevant, operationally practical, and financially controlled solutions.

### ➤ Customer experience:

- A simple, guided, and intuitive journey despite business complexity.
- The internal complexity of after-sales service is never visible to the customer

If handling after-sales isn't simple for a **trained store employee**, how can it be made clear and easy for the customer?

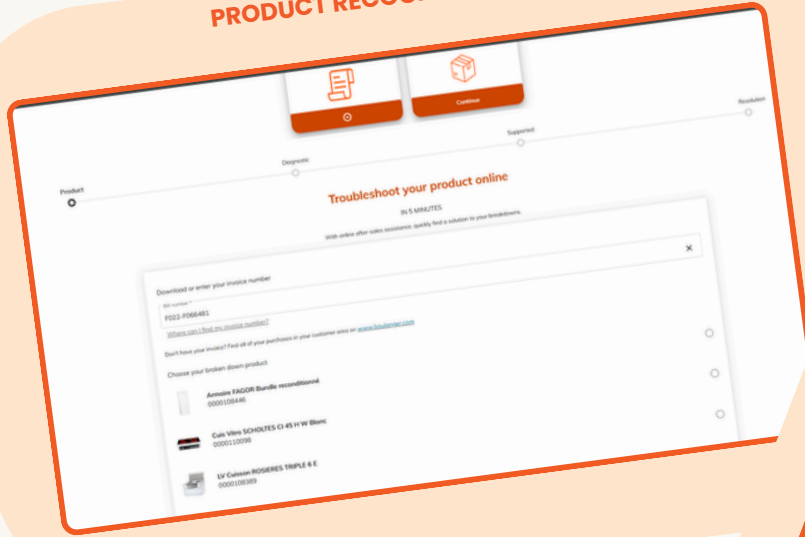
How can **the entire after-sales process be covered end-to-end**, from customer entry to final resolution, with no interruptions?

How to **guarantee reliable decisions**, given that each after-sales case carries real financial implications?

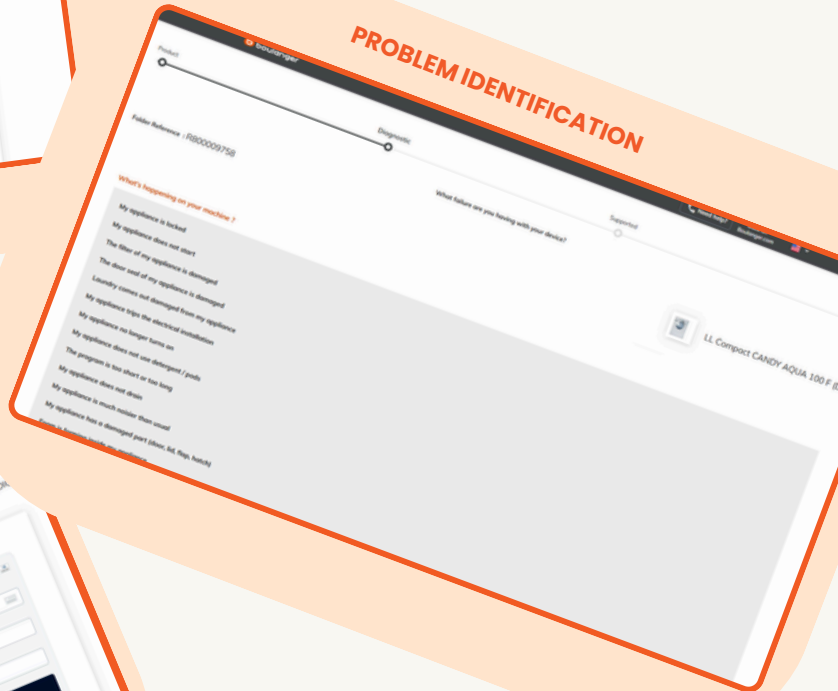


# DIGITAL SELF-CARE

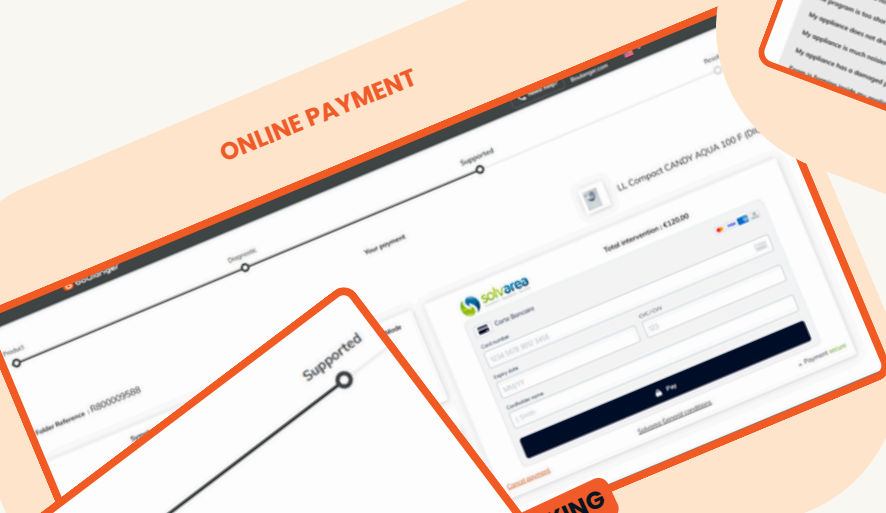
## PRODUCT RECOGNITION



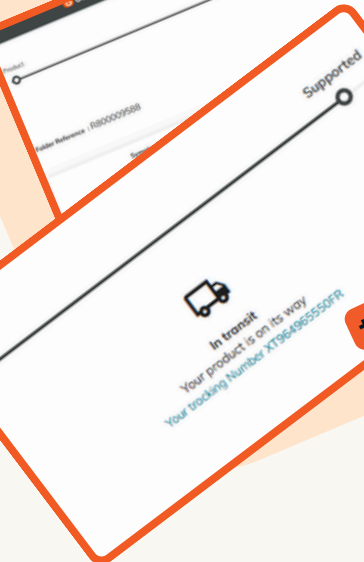
## PROBLEM IDENTIFICATION



## ONLINE PAYMENT



## + PACKAGE TRACKING



● ● ●  
All customer solutions  
through to full resolution

## Solution provided

### Prise en charge en ligne complète

- A 100% digital after-sales service, available 24/7, with no required in-store visits—designed to be self-service, guided, and reassuring for the customer.

### Multiple entry/access points

- Via the customer account or, without an account, using an invoice or order number.
- Via different paths, depending on the context and the level of available information.

### Instant and compliant decision

- Reliable decision-making despite multiple inputs: product references, faults, manufacturer conditions, warranties, logistical constraints, and operational capacities.
- Instant proposal of the most relevant solution, respecting after-sales rules and financial implications.

### Full coverage of customer solutions

- At-home service, workshop repairs, or remote/video support.
- Swap or refund where applicable.

### Complete continuity with e-commerce

- Real-time notifications and communication
- Online case tracking and payment
- Online payment for out-of-warranty cases or related charges.
- Shipping label generation
- No deviation from the standards of the online purchase experience.

## Results Delivered by Platana

**15%**

Cases avoided thanks to self-diagnosis

**30%**

After-sales cases handled via self-care

**+ 5**

end-to-end customer solutions

## Success keys

- Align with e-commerce standards.

Digital after-sales service adopts e-commerce principles: real-time tracking, online payment, appointment scheduling, and smooth flow management

- Respect the brand identity.

The self-care after-sales service integrates with the brand: UX, UI, style guidelines, and wording ensure a consistent and recognizable experience.

- Native omnichannel.

Digital and in-store consistency relies on synchronized data and processes, with unified support regardless of the channel.

## Benefits

- Quick and seamless support real-time tracking, with higher customer satisfaction.

- Final customers are more self-sufficient and involved in their support process

- Improved data quality thanks to information provided directly by the customer.

- Reduction of store workload and false claims related to usage, thanks to self-diagnosis.

## 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 after-sales 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.

Scan now!



<https://en.platana.io/boulanger>



“

For the past 5 years, we have been collaborating with PLATANA to provide our customers with a unique after-sales experience on Boulanger.com. Their expertise and responsiveness have enabled us to build a 100% online, complete, and scalable after-sales service. A proactive, professional team that always meets deadlines.”

**Hervé Decornet : Digital after-sales project manager - Boulanger**