

Success story Platana x Electro Dépôt

# The fair price without compromising on top-quality after-sales service: Electro 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

**Launch of the SAV 2.0 project**  
June 2023

- Analysis of existing processes
- Scoping workshops (business, technical, legal, DPO, accounting, etc.)
- IT system analysis

**6 months**

Collect initial feedback



**First pilot site in France**

- Integration launch
- Setup and configuration
- Testing and validation

**2 months**

Continue the progressive deployment of the other stores

**108 stores**

**National deployment in France**

Relay stores

April 2024

Other stores

May–June 2024



**First pilot site in Belgium**

September 2024

**Integration of Supplier Credits**

SAP Connection

April – September 2024

**17 stores**

**National deployment in Belgium**

October–December 2024

**First Pilot Site in Spain**



October 2024

**7 stores**

**National deployment in Spain**

November 2024–  
March 2025

**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 monitoring 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 case

**< 4 min**

to process an after-sales service case

**+ 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 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.



**Sébastien Thoux: Head of After-Sales Service.**

“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.”