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CASE STUDY · RETAIL · MARKETPLACE

Fnac Darty: complaints cut fourfold and NPS doubled with AI-powered Voice of Customer

By analyzing 600,000 conversations a month, the CX team behind Fnac Darty's marketplace now flags at-risk sellers the next day, before any complaint, and acts within 48 hours.

BEFORE → NOW

A few hundred verbatims hand-coded every Monday	About 5 days a month of manual analysis	NPS swings by seller or category impossible to explain	Critical alerts invisible, with no complaint or call
600,000 conversations analyzed every month	**Under 1 day, reinvested in seller coaching**	**Variations analyzed in three clicks**	**Day+1 alerts before any complaint**

The challenge: an unreadable NPS and critical signals nobody could see

On its marketplace, Fnac Darty handles neither logistics nor after-sales: more than 3,000 third-party sellers do. When a delivery fails, customers still blame Fnac Darty first.

Steering relied on a handful of KPIs. Every Monday, two analysts hand-coded a few hundred verbatims, with all the bias that invites, and NPS swings stayed unexplained. The 600,000 monthly conversations with customers and sellers went unanalyzed: phantom sellers and off-platform refunds stayed invisible.

CLIENT
Fnac Darty

SECTOR
Retail, e-commerce marketplace

TEAM
Marketplace Performance & CX

SCALE
3,000+ third-party sellers

SOURCES ANALYZED
NPS verbatims, customer reviews of sellers, 600,000 conversations a month

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We measured our sellers on quantitative KPIs. What was missing was the voice of the customer.



Bilel Raouli
Head of Marketplace Performance & CX, Fnac Darty

Glanceable helps companies steer the Voice of Customer at scale: structuring unstructured data, multi-channel analysis, and action-oriented automation.

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The solution: a six-agent AI workflow, with a person making the call

The 2022 proof of concept paid off within three months, and the full platform has been in production since 2024. The team now cross-references three sources: NPS verbatims, customer reviews of sellers, and 600,000 conversations a month.

Since September 2025, a workflow of six AI agents, including "Charlie", scores every seller as low, medium or high risk, drills down to the individual order to explain pain points, and recommends concrete actions, such as a plan launched within 48 hours. One principle has not changed: AI builds the case, a person makes the call. Every consequential decision is signed off at the Wednesday review.

KEY FIGURES

÷4	complaints
x2	marketplace NPS
600K	conversations analyzed per month
D+1	at-risk seller alerts

Results

Complaints cut fourfold

Measured since go-live.

Marketplace NPS doubled

From a level already among the best in e-commerce, with variation now explained week over week.

Alerts the next day

The previous day's exchanges are analyzed to flag at-risk sellers, phantom sellers and fraud included, before any complaint.

Under 1 day of manual analysis a month

Down from about 5 days, with the time reinvested in seller coaching and corrective action within 48 hours.

WHAT THE QUALITATIVE DATA REVEALED

A seller showed an excellent NPS and no warning sign in the numbers. Conversation analysis revealed it was answering French customers in English and German, against marketplace rules. The fix went out within 48 hours.

See Glanceable on your data

We integrate a sample of your real feedback before the demo.

Request a demo →

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