acorel
MAKE IT COUNT

ORANGE, THE LEADING TELEPHONE OPERATOR IN FRANCE, AND IN MANY COUNTRIES AROUND THE WORLD, HAS BEEN WORKING WITH ACOREL FOR MANY YEARS.

orange™

SHOP

With more than **300 million customers** worldwide, Orange is established in:

75% of European countries

85% of countries in Africa and in the Middle-East.

The group has **172 000 staff** and a turnover of some **40 billion euros**.

The brand has **105 000 employees and 450 stores** in France at the service of its customers and users.

Acorel adds value for Orange

Orange, the leading telephone operator in France, and in many countries around the world, has been working with Acorel for many years, in relation to the rate of visits to its stores and particularly the transformation rate between customer numbers and turnover.

A historic collaboration

Orange has used Acorel sensors for over 15 years in order to measure the number of visitors to its stores and carry out a quantitative as well as qualitative analysis of the location of its points of sale.

With some 450 stores in France, a detailed analysis of visitor numbers and of turnover is essential in order for the business to function properly.

"We picked Acorel for its performance and also for its quality/price ratio, which seemed to us to be the best on the market. In addition, the technology used and the training provided to the users seemed the most pertinent", says Jean-Patrick Despujos, from Orange's procurement department, France.

A know-how that meets the group's ambitions

"We are completely satisfied with the logistics management, the supply of processing software, and the systems maintenance", adds Jean-Patrick Despujos. As such all Orange's stores are equipped with more than 800 Acorel sensors. These inform the databases in real time and also enable them to be used over the long term. The progress of one store can be compared to another's and offer can be adjusted according to demand.

This notion is an essential one for the group, even though some stores must remain open whatever the turnover made. Not every store can be number one!

❝ *We are completely satisfied with the logistics management, the supply of processing software, and the systems maintenance* ❞

JEAN-PATRICK DESPUJOS
Procurement Department
France, Orange

Essential data for logistics

"By analysing the flows we can position the network of stores and refine the catchment areas in the event of change in each store's turnover. Staffing adjustments may also be made on the basis of the customer/turnover flow ratio, in order to best serve the people who visit the stores", says Patrick Seruel, digital tools and Reception project manager for the Orange stores.

Setting out the flows explicitly provides precious additional analysis for all the group's stores, resulting in a more effective positioning of the network of stores and in increased profitability. Furthermore, analysing the flows and their commercial consequences improves the supply logistics.
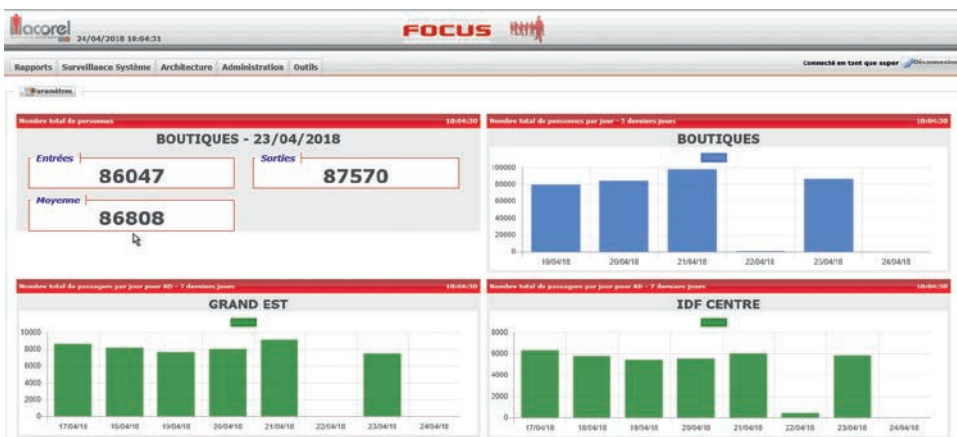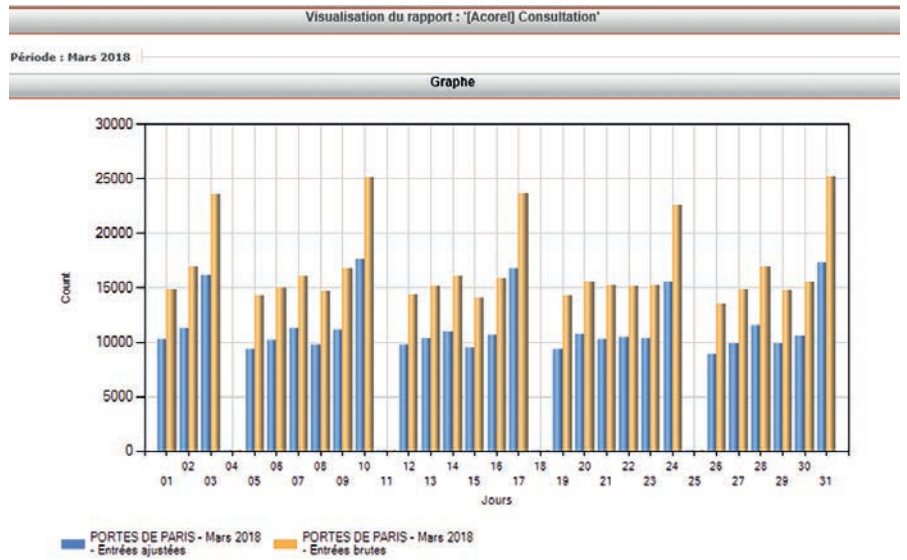
Orange, known for its landline and mobile telephones and its high-speed internet, has recently branched out into the sale of content, such as music, cinema, downloads, e-commerce, online advertising, home automation, remote assistance, and most recently banking, with Orange Bank.

Real added value

All Acorel's users at Orange are obtaining real added value. The correlation between customer flows and turnover is a real asset. Correlations can be drawn in respect of all the stores and a qualitative service can therefore be offered to all the brand's customers.

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