



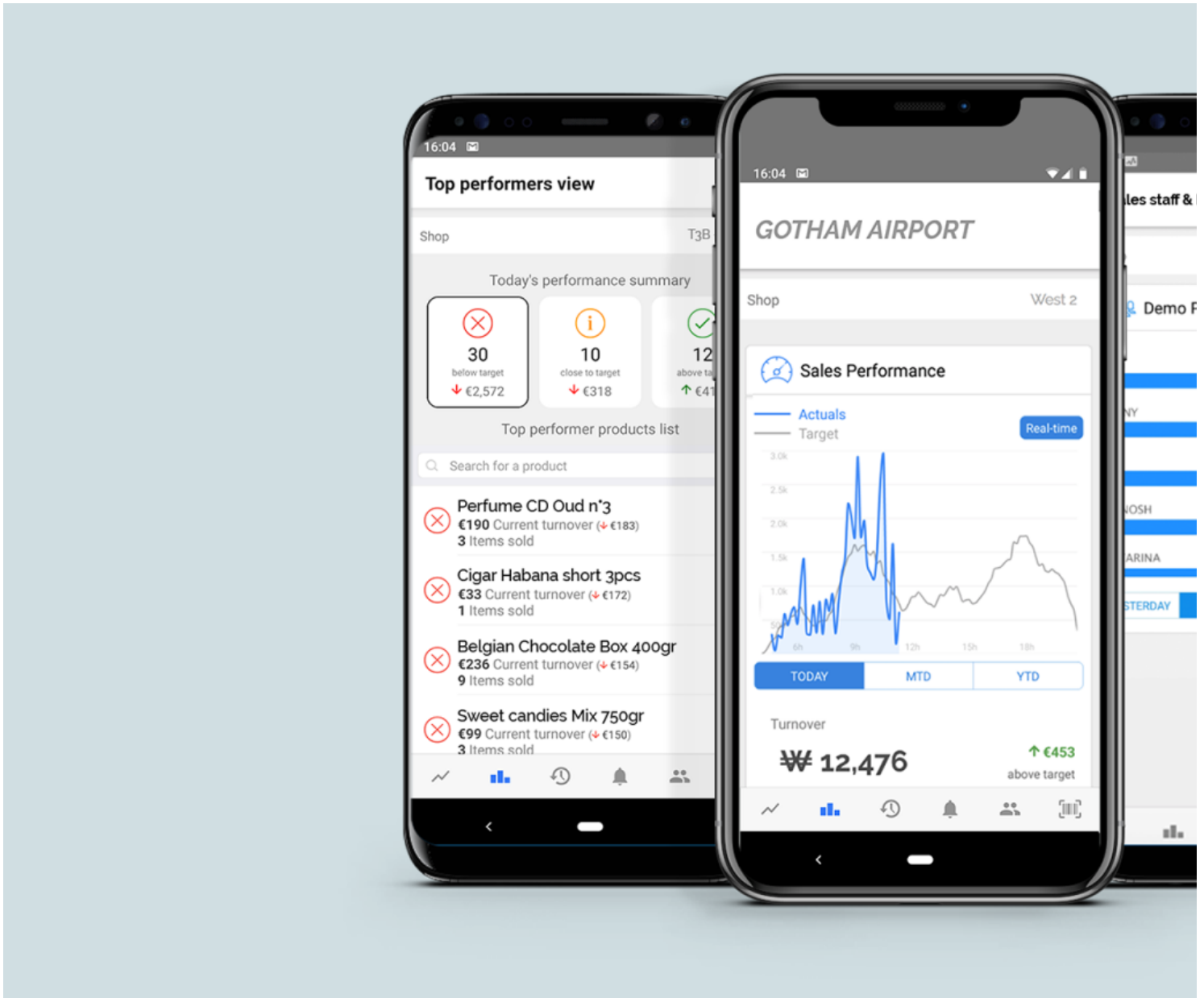
Home

Services

Cases

About us

Contact



Lagardère Travel Retail (Belgium)

THE CHALLENGE

Provide real-time insights into sales performance to empower shop management and optimise intraday planning

Lagardère Travel Retail is a leading global travel retailer, with operations in three segments: duty free & fashion and food services. It operates an international network of sales points at over a thousand airports, train stations and diplomatic stores, providing on-the-move travellers with duty-free perfume, cosmetics, alcohol and tobacco, to clothing, fashion & luxury items, etc.

Why forecasting travel retail is difficult

Forecasting in travel retail is special. There's a constant ebb and flow of customers, with diverse customer profiles, encompassing people of countless nationalities, cultures, languages, age, occupations, ... And it can change dramatically from one day to the next. Traffic flow is sporadic, seasonal factors such as holidays, weather and events can be strong predictors, but many are irrelevant.

Why accurate, quick forecasting is crucial

To enable them to optimise sales, travel retailers need to be flexible and adaptable. They need to:

- understand the patterns of the ebb and flow of store traffic so that they can adapt to the changing demands throughout the day (and night)
- understand who is buying what, where and when to optimise assortment

- get actionable insights into who is not buying and why they're not buying
- identify, understand and predict patterns in order to adapt strategy
- know what to sell at what times to optimise the merchandising
- find and quantify opportunities to run promotional activities

THE SOLUTION

Granular segmentation and real-time tracking, for on-the spot prediction sales actions

Identifying the business needs

Lagardère asked Jetpack.AI to help them improve their sales and their staff empowerment better monitoring, analysis, insights and forecasting. Together, they identified the requirements

- accurate, real-time sales tracking to help steer shop management
- insights into untapped sales opportunities, in the form of specific customer segments categories
- mobile access to information and insights – to keep boots on the ground
- ways to monitor the store, customer flows, and staff for optimal staff planning.

The Jetpack.AI solution

Jetpack.AI developed a solution tailor-made to Lagardère requirements: Tarmak.

Tarmak provides optimal data analysis to deliver real-time actionable insights.

- Fine-grade forecasting and real-time performance analysis and alerting.
- Resource planning with real-time updates depending on traffic and staff presence.
- Optimal product assortment and merchandising, lists of key traffic builders and baskets
- Optimal shop locations across the airport or train station.
- ...and many more custom-built answers to analytically empower the people in the shop

THE RESULTS

Higher sales and better staff plan through better forecasting and staff planning

The impact

Jetpack.AI is delighted to have contributed to Lagardère's success. The Client has reported that, through Tarmak, they have achieved:

- plus 5% SPP (Sales Per Passenger) in just a few months
- an improved entrepreneurial spirit among store managers
- increased inventory accuracy
- increased presence of store managers on the shop floor

- better product tracking, with reduced losses due to theft prevention.

What's next

Jetpack.AI's collaboration with Lagardère Travel Retail is ongoing. Projects in the pipeline include new data sources, such as in-tracking sensor, to monitor category conversion rates, and more real-time sales activity recommendations.

CLIENT:

Lagardère

CATEGORY:

Case Study

DATE:

30 April 2022

SHARE:

Fb Tw Ln



PREV PROJECT
Belgian DSO



Operational analytics.

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