



**Leroy Merlin France increases the performance of their omnichannel strategy by offering a personalised and human customer experience both online and in stores.**



## The European leader in DIY

-  An Adeo company
- **114,000** employees  
**800** outlets across  
**12** countries
- **+150,000** product references available online and in stores.

## The challenges

- **Convert always more visitors into customers.**
- Offer a conversational experience for the website to become a relational place
- Enhance the omnichannel experience

## The iAdvize Offer

A conversational platform to engage in conversation, at the right time and place during the customer journey, with all the Leroy Merlin customers.

Independent experts from the ibbü community, paid by their favourite brands to offer advice based on their own personal experience day and night, every day of the week.

# A collaboration based on **testing and learning**

## November 2017

The beginning

- Leroy Merlin and iAdvize decided to test several different engagement strategies to find the most appropriate solution to convert visitors into loyal customers. The tips and advice shared on the website is intended to guide visitors towards the best product according to their context and needs. 50% of visitors make a purchase in store after receiving support via messaging.
- Professional agents answer website visitors' queries about very specific product families (i.e. Italian showers).

## April 2018

ibbü experts

- Independent savvy enthusiasts in DIY, interior design and decoration, members of the ibbü community, get paid to answer questions from website visitors at any time of the day, every day of the week. This strategy is live for 12 major product families:



- An engagement strategy is launched on mobile devices.
- The web callback feature is tested to allow website visitors to be called back instantly and receive help on services (i.e. help with the installation of a hot water tank).

## Summer 2018

Conversations

- +55,000 conversations are handled each month, 36% by professional agents and 64% by independent experts.

## Assessment

- Thanks to this test and learn approach, with different respondents on different perimeters, Leroy Merlin comes to the conclusion that the ibbü community is **the agile solution to deliver on customer promises, satisfy visitors and boost performance.**
- Since the ibbü experts started handling conversations, **Leroy Merlin has managed to seize 56% of missed contact opportunities with visitors who express a need for assistance. As a result, the brand succeeded in increasing its revenue.**

1. Data collected on the basis of a purchase intent survey proposed to all visitors at the end of a conversation

2. Data collected by iAdvize between November 2017 and June 2018

# Carefully-selected experts and an ever-deepening knowledge

- iAdvize et Leroy Merlin co-create a quiz to curate the best experts.

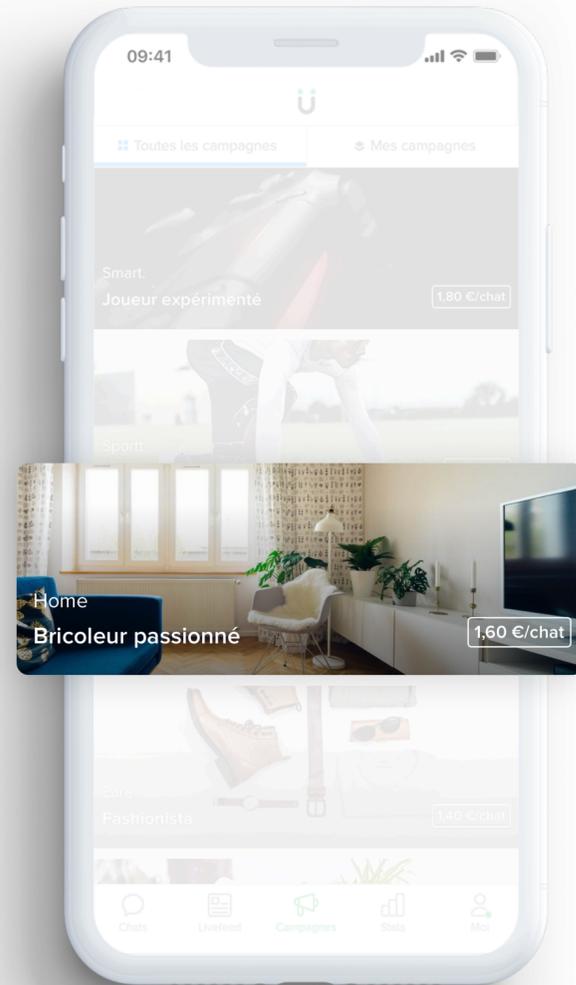
## DIY Expert

Leroy Merlin • DIY

We are pleased to inform you that you can apply now for the selection campaign for the Leroy Merlin community of experts! All you have to do is take the selection quiz.

Take the quiz

- iAdvize launches 1 mission for each one of the 12 product families covered.



- iAdvize and Leroy Merlin nurture the community and makes sure experts achieve their goals.

Several experts have validated an expertise for different missions

**ibbü**

**I am Marion.J**

Marion.J mainly advises beginners and more experienced DIY experts to share her expertise in DIY

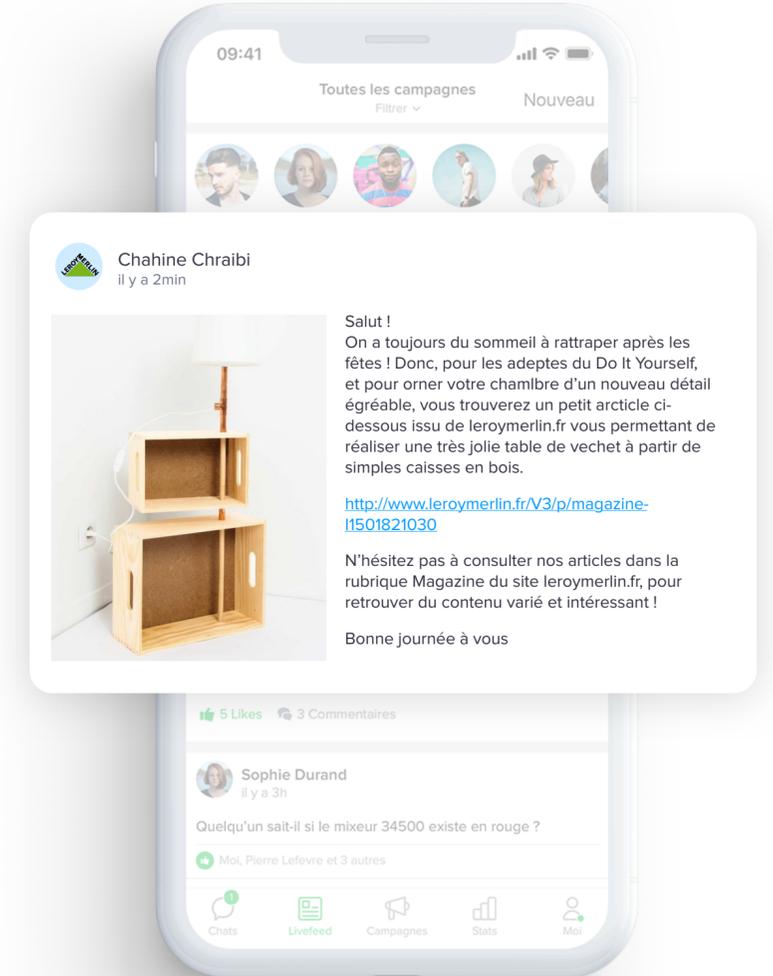
**84hrs** Logged in to the ibbü platform each month

**808** visitors advised each month

**95%** customer satisfaction

Type your message... GIF

- Leroy Merlin makes sure experts know all their products by regularly interacting with them via the Live Feed and collecting their feedback on products sold via a dedicated document.



# An increase in turnover and a proven drive-to-store effect

Thanks to the **ibbü** experts who chat on the Leroy Merlin website, the brand noticed that:

After a conversation with an expert:

**37%**

Increase in the average order value

A customer satisfaction rate:

**+91%**

For visitors supported by an expert:

Conversion rate

**x3**

Repurchase rate

**x2.5**

**54%**

of website visitors declare their intention to make a purchase in-store.

**5%**

of the website's revenue comes from a transaction generated following a conversation with an expert

## The next challenges

- Develop **customer autonomy and optimise handling costs** by associating chatbots with human respondents
- Continue to **demonstrate the impact of messaging** on drive-to-store and measure its incremental value
- Offer **training to ibbü experts** to develop their skills
- Develop the semantic analysis to **detect purchase intent**
- **Increase the turnover** of the Leroy Merlin website