syntphony

NTT DATA

Innovative solution to optimize Carrefour's pricing strategy

Carrefour | Italy | Retail

Carrefour

Client

Carrefour Italia operates in the retail sector with a network of more than 1,450 points of sale in 18 regions of the country, as well as online shopping services and an omnichannel approach in continuous development. The multinational company is also a leader in franchising in large Italian retail, with more than 1,000 points of sale managed by franchisees. With a clear customer orientation and a strong commitment to innovation, Carrefour Italia employs more than 14,000 people and in 2022 obtained the recognition of 'Top Employer' for the fifth consecutive year.

Why Syntphony?

Syntphony is the result of the combined work of NTT DATA's best and most diverse business and development talents, with a deep knowledge of each industry, consistently aligned in the creation of business technological products.

We analyse our clients' use cases; we form the perfect orchestra to achieve their objectives and we add all the value of our consultancy with the best of our products to create unique and personalised solutions; solutions that sound like a symphony to our customers.

Syntphony Pricing Management adoption is allowing the multinational large-scale retailer better control of pricing policy in a context marked by inflation and changing consumer habits.

The challenge

- Carrefour's challenge is to make the price management process effective and transparent, and ensure the price consistently across all channels.

The solution

- Carrefour decided on NTT DATA's Syntphony Pricing Management price management solution to optimize its pricing strategy.
- Syntphony Pricing Management is based on an engine of advanced rules and optimization algorithms that guarantee the definition of the best price for each store and product based on the format, geographical location or sales channel.

The result

- By implementing Syntphony Pricing Management to serve approximately 1,300 stores, 180 pricers and category buyers, 7 product categories, and 380,000 items, Carrefour has been able to turn the price management topic.

"

We are satisfied with the collaboration with NTT DATA and the implementation of Syntphony Pricing Management. Thanks to this solution, we have optimized our pricing strategies, improved our efficiency, kept margins and competitiveness under pricers control in accordance with our business objectives, and offered our customers competitive and consistent prices across all channels."

Ettore Rivolta, Head of Pricing, Carrefour Italy

Optimizing pricing policy

In the last two years, inflation has created heavy pressure on Food & Grocery Retail chains to preserve margins and volumes.

Moreover, consumers' habits changed deeply after COVID. Decreasing loyalty, rebounding on the multichannel strategy, sustainability, and the growth path of proximity and smallsize store are just some of the most remarkable trends.

In this scenario, pricing is a very sensitive topic, because price is a crucial touch point between clients and retailers.Making the price management process effective and transparent is Carrefour's challenge.

Syntphony Pricing Management, the solution for price management

NTT DATA, thanks to its technological expertise and experience in digital transformation projects, supported Carrefour in optimizing its pricing strategy through the Syntphony Pricing Management solution.

Syntphony Pricing Management is based on an engine of advanced rules and optimization algorithms that guarantee the definition of the best price for each store and product based on the format, geographical location or sales channel.

The solution supports traceability and transparency, enabling Carrefour pricer and category buyers to track the process of defining each price at any given moment before approving its communication to individual stores.

Syntphony Pricing Management leverages margin goals, competitive positioning indexes, and psychological pricing to drive decision-making at the article, attribute and category levels. It ensures consistency across formats and channels.

Syntphony Pricing Management success factors are flexibility, fast adoption, and integration within the retail ecosystem. The product can be customized to meet specific needs and can incorporate the latest regulatory updates. For example, it integrates the logic outlined in the Omnibus decree issued by the European Union, which will come into effect in Italy from July 1st. This decree mandates a clear display of the previous price applied by the seller, i.e., the lowest price applied in the 30 days preceding the price reduction, during promotional campaigns.

Getting the right price

After implementing the NTT DATA's Syntphony Pricing Management solution, the following benefits have been achieved:

Optimization

Allows to manage the pricing policy in 1,300 stores and 380,000 Carrefour Italia items.

Improving competitiveness

Drives competitiveness by optimizing the most time-consuming processes, continuous price monitoring and shelf consistency across different store formats (Iper, Market, Express), allowing users to achieve margin goals and competitiveness autonomously.

Compliance with regulations

The product can be customized to meet specific needs and can incorporate the latest regulatory updates. For example, it integrates the logic outlined in the Omnibus decree issued by the European Union, which will come into effect in Italy from July 1st. This decree mandates a clear display of the previous price applied by the seller, i.e., the lowest price applied in the 30 days preceding the price reduction, during promotional campaigns.

> "
>
> We are proud to have collaborated with Carrefour, one of the leading players in the mass retail sector, in the implementation of Syntphony Pricing Management to optimize pricing strategies, with the aim of improving operational efficiency and ensuring price consistency across all channels. The trust and professionalism that were fostered during this collaboration were instrumental to the success of the project. We are grateful to Carrefour for giving us the opportunity to be part of this transformation in order to better meet the needs of a highly competitive market such as the retail industry.

Gloria Garattini, Product Manager de Syntphony Pricing Management, NTT DATA