



Devialet

Harmonise and enhance
the customer experience
on all sales channels

Customer Success



DEVIALET

Devialet is an acoustic engineering company at the intersection of luxury and cutting edge technology. The company's success stems from a series of radical innovations which are integral to each of its products. The brand has nearly **400 employees**, and distributes speakers and sound bars in its **own boutiques**, through **specialised distributors** (FNAC, Boulanger) and through small **independent audiophile resellers**. Devialet chose Quable PIM to **unify** and **harmonise** its sales pitch while enhancing the customer experience across all of its sales channels.



The issues

✘ **Destructured and difficult to access data**

Complex products with a lot of data which was sometimes **incorrect** or **incomplete**, and **inconsistent across sources**. Also, a **loss of reliability** when data changed hands.

✘ **A fragmented sales pitch**

With **no complete control** over the sales pitch on different channels, there was need for precision and consistency between the sales promise and the customer experience.

✘ **Problems with data publishing**

Disparity between data published by specialised distributors, own retail and independent resellers.

Quable enabled Devialet to:



Centralise all product data

by combining it in a single platform.



Send a clear luxury message

by centralising and standardising product data.



Get all users to collaborate

with a well designed platform and clear UX that is user friendly.

Quable PIM enabled Devialet's teams to **standardise multiple sources** of product data by getting **different teams to collaborate**: R&D, Product, Marketing, Design...



Create specific distribution channels

Product data now matches data in the distribution system and guarantees **the same customer experience** with partners as with Devialet.



Create an operational bible

The PIM has become the **go to tool for reliable quality information** around product data, information which all users can exploit in **clear, precise** ways.



A harmonious sales pitch

A **standardised** product pitch and **identical** sales promise no matter what the sales channel.

“

Thanks to Quable PIM, we have our own internal encyclopedia that everyone can use.

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DEVIALET

Michael Partouche

Product Manager at Devialet

About



Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth. Auchun, Berluti, Cooperl, Club Med, Delsey, Géo, Tryba and more than 150 big brands across 50 countries have chosen Quable PIM as their platform for omnichannel success. Quable was founded in 2013. Today 40 expert staff members manage 40 million products across the fashion, luxury, food retail and industry sectors.

**Discover the Quable PIM solution with a demo.
Baptiste will be happy to answer your questions.**



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