Quable

De Neuville

Design your shop window 3 times faster

Customer success

The French brand De Neuville which was founded in 1884, manufactures and sells chocolates and sweets both online and in more than **160 boutiques** in France.

With more than **6000 references and 250 team members and franchises**, the total turnover across the brand's network is **28 million euros**. The brand embarked on a PIM project to **centralise its product information** during times of peak activity.

The issues

❌ Data source mismatches

Product data from **multiple sources** (excel files, ERP, etc.) was **processed seperately** by the company's different departments.

❌ A lack of collaboration using a single tool

A solution offering a **collaborative process** was required so teams could work together simultaneously on marketing descriptions, techniques, packaging, lots and recipes.
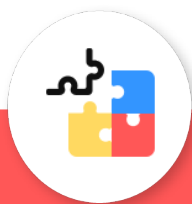
❌ Seasonable disruption of business

A **high seasonality effect** on activity, (end of year holidays, Easter, etc), meant an increase in workload with the product catalogue renewal.

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Quable enabled De Neuville to:
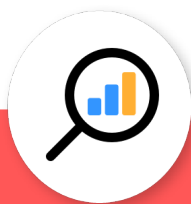
Make productivity and efficiency gains

and easily absorb heavy increases in workload at peak times.

Build a teamwork method

to get all the steps involved in product enrichment running smoothly.

Reduce Time-to-market

guaranteeing success during peak times and product catalogue release ahead of competition.

The PIM solution allowed De Neuville teams to **considerably reduce their Time-to-Market** in the run up to peak times for business.

✓ Better independence for teams

Each pole (Product, Marketing...) is now **independent** and can make progress regardless of the pace set in other departments.

✓ A human ressource freed-up

The person responsible for integrating item data into the system has had their time reallocated to **higer value added** activities.

✓ Optimising the omnichannel customer experience

Product information is published on all the brand's sales channels simultaneously to consolidate the **omnichannel customer experience.**

✓ Total integration with the ecosystem

Interoperability with all the applications is easy, including the checkout system: EAN code generation, barcode printing...

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> We really save a lot of time no longer chasing after information, and are able to quickly access product information from anywhere across our whole system.
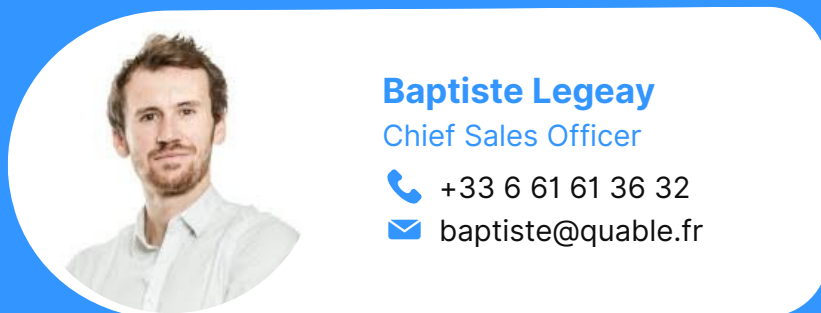
deNeuville
Chocolat français

Maxime Piot,
Information Technology Director at
De Neuville

About

△ Quable

Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth. Auchun, Berluti, Cooperl, Club Med, Delsey, Gémo, 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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