



Petit Bateau

Improve your website
conversion rate with the
PIM

Customer Success





Petit Bateau is a company that has been providing specialised childrens clothing for more than 130 years. It was created 1893 when the first factory opened in St Joseph, Troyes. The brand has belonged to the Rocher Group since 1988. Petit Bateau is present in Europe, but also in Asia, the United States and the Middle East. In France, Petit Bateau products are sold in **mass distribution**, on the brand's **e-commerce website** in **department stores**, **marketplaces**, **factory shops** and a network of **150 Petit Bateau shops**, including some which collect and resell second hand articles.



The issues

✕ Difficulties putting products online on e-commerce sites

Product data and visuals were **non centralised and difficult to access**. Data was shared via Excel files and emails and it was necessary to consult several systems.

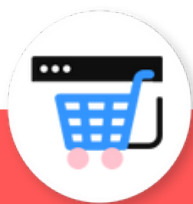
☐ Loss of impact and data reliability

✕ Lots of manually carried out actions, products categorised on the fly based on article listings which were sometimes incorrect. Some products were not categorised and thus not sold. **Prolonged time-to-market, less conversion** and **loss of turnover**.

☐ Customer experience to improve on

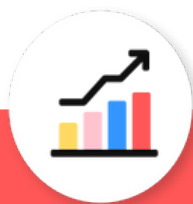
✕ Product data and images shown to customers were sometimes incomplete or incorrect, resulting in **ecustomer dissatisfaction** or even complaints/merchandise returns (10% of customer service calls were on this topic).

Quable enabled Petit Bateau to:



Improve the website conversion rate

Collections are online faster with all product data integrated.



Increase productivity

The ETP was repurposed for other tasks: less file exchanges means less mistakes.



Collect, enrich and circulate data

thanks to an ergonomic, flexible, user-friendly, agile and scalable platform.

Quable PIM allowed Petit Bateau teams to **roll out a qualitative and reliable product offering** for their customers but also for the internal teams, who are now fully **autonomous**.



Optimal category management

Products are **automatically categorised** in the PIM, which is a huge **time saver**. Before, categorisation was manual, and it was necessary to duplicate the process for other countries.



Better management of repeat products

The PIM allows you to **automatically duplicate** visuals and product information of an existing product to create a new one, for better preparation of a new season or collection deadline.



Maximal data thanks to completeness

Only « **complete** » products are published online (with descriptions, photos, prices), so you avoid sending products with missing information to websites.

“

Don't hesitate to take the plunge and get the teams involved. Quable PIM will make your life easier.

”



Sarah Colichet

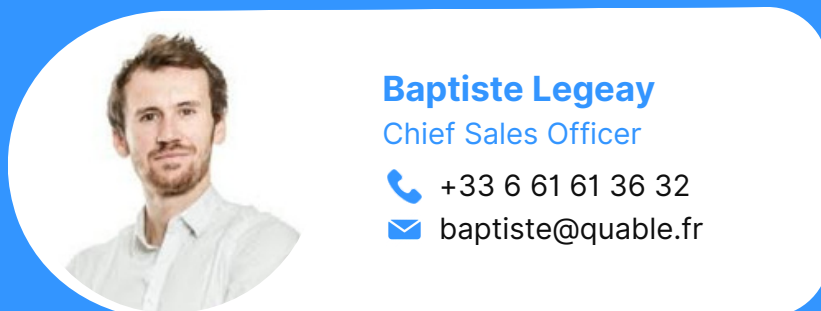
IT Business Analyst at Petit Bateau

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.**



Baptiste Legeay

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Petit Bateau

Sector

Children's & adult fashion

Users

20

Products

5000

Sales Channels

Shops, websites,
marketplaces, factory shops,
department stores...



team members
worldwide



points of sale



products sold per
year

Solutions by Quable PIM