SUCCESS STORY

LA REDOUTE

Application Management

As a long-standing partner, La Redoute chose Sopra Steria to support the modernisation, externalisation and industrialisation of its processes.

La Redoute is the third-largest retailer of women's wear and the second-largest retailer of household linen in France.

With 18 million customers, La Redoute operates in 24 countries with a multi-channel method of distribution, using a combination of catalogues, stores and the Internet. Laredoute.fr is France's leading BtoC merchant site.

Background & Challenges

La Redoute has chosen Sopra Steria for the maintenance of its customers, products and logistics applications, with a twofold aim: to optimise the quality of service to users and reduce maintenance costs.

La Redoute also wishes to take advantage of the proximity of an IT professional to draw on its best practices.

Sopra Steria Solution

On the heels of the success of previous business relations, La Redoute has chosen Sopra Steria for the Group's AM (Application Management).

A significant challenge to be taken up

The maintenance of 100 applications serving over 2000 users are concerned.

A team of 15 people split into 3 groups according to the issue covered (products, customers or logistics) will be interacting with La Redoute teams on a daily basis. Sopra Steria experts juggle efficiently between their professional functional skills, their technical skills and the consulting dimension, to manage the Service Centre. Receiving and managing user calls, processing requests, optimisation in managing customer returns, correction of data and IS bugs including the development and improvement of the IS are all services handled by Sopra Steria.

Delivering Transformation. Together.

sopra steria

A highly industrialised approach and an extensive knowledge in the applications.

The services, provided in a highly industrialised approach to maintenance, are supported by various market tools (Cast, Alfresco, TestDirector, Wiki, etc.) with the aim of going beyond the initial requirements as expressed by La Redoute.

The Service Centre now has a pool of common skills able to handle all project life cycle services with flexibility.

Customer Benefits

- Optimising the quality of service to users
- Reducing maintenance costs of the applications
- Refocussing internal resources on core business applications

"We have chosen Sopra Steria once again chiefly because of their knowledge of our business and applications. It is an important parameter to achieve minimum disruption in operations and develop new projects within the best possible timeframe. We appreciated the quality of previous services and the skills and involvement of their teams. Sopra Steria Steria has a particularly good reputation in the field of managing Service Centre and the overall package submitted corresponds closely to our requirements. Sopra Steria is an excellent compromise between industrial rigour and operational flexibility. Compared with other service companies, Sopra Steria offers a veritable approach based on understanding, receptiveness and consulting."

DANIEL DE SMET,
La Redoute Studies
Manager

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