

Success Story



Introduction

Active in fashion, beauty, home decor, food, catering, and retail, Galeries Lafayette is a leading upmarket department store chain, with more than 62 stores in France and around the world. This includes their flagship store in Paris' Boulevard Haussmann, which sells a wide range of brands, from ready-to-wear garments to haute couture.

Recently, Galeries Lafayette decided to launch an ambitious and innovative project: paperless till receipts in stores. Instead of receiving customary paper receipts after a purchase, customers now have the option to get them sent directly to their personal email address. This project lies at the heart of a global movement launched by Galeries Lafayette for more responsible fashion, driven by the commercial initiative GO FOR GOOD.

Problem

The issue faced by Galeries Lafayette is that different commercial initiatives (discounts, promotional campaigns, etc.) result in lengthy receipts. Printed store receipts can get long and require extra paper. Not only are these long receipts impractical, they're also an environmental concern. By going paperless, Galeries Lafayette aims to reduce their overall carbon footprint.

In order to implement this project, Galeries Lafayette searched for the best email service provider (ESP) to meet their needs. The ESP would have to offer the ability to send transactional emails to customers following a purchase with a PDF receipt attached. For Galeries Lafayette, Mailjet fit all their criteria.

Solution

Galeries Lafayette has enjoyed the support of a Customer Success Manager (CSM) from Mailjet since the start of this large-scale project. During the deployment phase, it was essential for Galeries Lafayette's teams to be able to rely on the CSM's responsiveness and expertise.

The CSM was able to make suggestions and bring effective solutions to help company progress as quickly as possible.

The CSM also provided training for the Galeries Lafayette teams at their premises. For an organisation of this size that uses many different tools, the teams needed to quickly master the platform. The training taught employees how intuitive and easy to use Mailjet's functions are, and the CSM was able to answer any participant question.

Thanks to Mailjet, **Galeries Lafayette managed to deploy this project across all their stores.** There are many benefits:

- For the environment: a more ecological approach with less paper
- For sales staff: a payment process that saves time in store
- For customers: simpler management of their receipts

Key stats

Project deployed in all of the chain's stores

50,000

receipts sent per month

97%

of emails delivered





“Mainly for ecological reasons, we have decided to start using paperless receipts in our stores. We asked Mailjet to help us in this. For such a large-scale project it was essential to have the support of a dedicated Customer Success Manager. They could be available and quickly bring us solutions. And for the Galeries Lafayette teams who use many tools in their everyday work, the training Mailjet provided helped them to easily master the platform.”

Sylvia Wizman-Hirschhorn, Marketing Projects Manager at Galeries Lafayette

Vision

At some of the chains' stores*, paperless receipts now represent more than 10% of all receipts generated. Considering that the company runs many projects at the same time, this is a very good start. While this project has been welcomed by customers, the next challenge for Galeries Lafayette will be to establish paperless receipts as a sales staff habit.

*Not including the Boulevard Haussmann store.

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