


CCV

With Frequentiel Providing Stock Visibility and Accuracy, **CCV Focuses on Growth**

Fashion retailer uses Frequentiel's RFID solution for stock accuracy and visibility to scale its business operations

"The time to carry out a global inventory has been slashed by six! Our staff can spend more time enhancing the customer experience."

— **Michel Gladstein**, CEO at CCV

Key facts

- 25 stores throughout France
- Carries over 200 brands
- Time required to perform full inventory counts reduced by 6

Founded in 1985, CCV is a family-run business specializing in fashion retail for men, women, and children. The company currently operates 25 stores throughout France and offers more than 200 brands.

The Quest for Stock Mastery

Two of the major challenges facing CCV as it grew were stock accuracy and visibility. The company previously managed its stock via its ERP, but it was aware that this approach was no longer adequate.

"Our business has grown from five stores to twenty-five stores. We have also launched an ecommerce site for both online sales and click-and-collect. As we grow, both on and offline, the more crucial stock visibility and accuracy become. We were aware that our previous system had its limits, so we needed an alternative," explains Michel Gladstein, CEO at CCV.

In addition, CCV wanted to streamline stock-related tasks in order to free store associates to better engage customers and thus sell more.

Item-Level Inventory: The Key to Unified On and Offline Commerce

Also, the company became aware that item-level stock visibility and accuracy were the key to providing new omnichannel retail experiences to its customers. To ensure serene growth and to be able to focus on effectively blending its online and offline operations, the company required a reliable and scalable item-level inventory solution.

Challenges

- Achieve stock accuracy and stock visibility.
- Support new cross-channel retail experiences (ecommerce, click-and-collect).
- Support long-term growth of the business.

Frequentiel Solution

- OCTO+ item-level RFID software platform.
- Employee facing apps to streamline routine tasks and support omnichannel use cases.
- Expert retail, software integration and RFID professional services.
- Device and fixed hardware management services.

Benefits

- Peace of mind thanks to full stock visibility and stock accuracy.
- Better employee satisfaction.
- Increased productivity thanks to the automation of handling tasks.
- Enhanced customer experience — requested products are available online and in-store.

The company's management team had read about RFID in specialized industry magazines and were aware of the success of other retailers' RFID projects. During a meeting with Frequentiel at a tradeshow, the company discussed its inventory project and aspirations. The Frequentiel team explained how CCV's item-level inventory objectives could be made possible.

Company Now Poised for Accelerated Growth

"Frequentiel was very attentive to our challenges," says Gladstein. "Overhauling our stock control system was a radical operation. However, we are constantly accompanied by our account manager, who is incredibly available and precise in his responses. The success of the project can also be attributed to the people involved at Frequentiel."

With Frequentiel's RFID solution, the time spent doing tasks, such as receiving and shipping goods, inventory taking, and check-outs has been significantly reduced and the company has gained greater overall stock accuracy and visibility.

"The time to carry out a global inventory has been slashed by six," adds Gladstein. "Our staff can spend more time with customers, enhancing customer experience. This has also improved employee satisfaction as they spend less time on routine stock-related tasks."

Frequentiel's RFID solution ensures the company has a reliable item-level inventory system to support its transition to unified on and offline retail. CCV can continue to grow with peace of mind that it has full visibility and accuracy of all inventory.