

## SHOWROOMPRIVE.COM STRENGTHENS ITS CUSTOMER SERVICE INTERFACE BY EXTENDING ITS PARTNERSHIP WITH SALESFORCE

**La Plaine Saint-Denis, 22nd November 2016** – Showroomprivé, a European online private sales player, is renewing its partnership with Salesforce, the world leader in customer service management tools, for a further three years. The group is also extending this partnership to the customer service department in order to improve operational and service quality.

In 2013, Showroomprivé was the first French business to use Salesforce's innovative solutions in cloud computing to optimise its website and mobile app. Today, with the adoption of cloud services as its 3<sup>rd</sup> customer service management tool, Showroomprivé is supporting its CRM, Buying and Customer Service activity with the aim of increasing service performance and quality in the 9 European markets where the e-commerce website is present.

The personalised and multi-channel support that this extended partnership with Salesforce brings is in line with the business' strategy of customer knowledge and loyalty. Moreover, this platform chosen by Showroomprivé enables it to adapt to the group's needs which evolve as the site's activity increases.

*"The purpose of the close relationship shared between Showroomprivé and Salesforce is to improve the customer's experience, the act of buying and service quality - 3 of the business' strategic priorities. We are convinced that this innovative approach offered by our partner represents a unique opportunity to allow the business to build close ties with all of its customers throughout Europe, particularly with successful CRM campaigns"* states Showroomprivé's co-founder and co-CEO, Thierry Petit.

### ABOUT SHOWROOMPRIVE.COM

Showroomprivé.com is an innovative European player in the online private sales industry, specialised in fashion. Every day, Showroomprivé offers a selection of 1,500 partner brands on its mobile app and its website. It has over 26 million members in France and eight other European countries combined.

Since its launch in 2006, the business has seen quick and profitable growth. Listed on the Euronext Paris market since October 2015 (code: SRP), Showroomprivé had gross sales figures including VAT of more than €600 million in 2015 (€443 million net turnover), with growth up 27% on the previous year. The Group has more than 800 employees.

For more information: <http://showroomprivegroup.com>



### CONTACTS

#### **Adeline Pastor**

Communications Manager

+33 1 76 21 19 46

[adeline.pastor@showroomprive.com](mailto:adeline.pastor@showroomprive.com)

#### **Marie Langlais**

Communications Officer

+33 1 85 76 31 33

[marie.langlais@showroomprive.net](mailto:marie.langlais@showroomprive.net)