

French beauty and cosmetics leader expands store network across Türkiye with IDIS video and analytics solution



Industry

Retail

Customer

Yves Rocher

Region

Türkiye

IDIS Partner

Secom Türkiye

Background

Leading French cosmetic and beauty brand expands across Türkiye



Leading French cosmetic and beauty brand Yves Rocher, founded in 1959, is expanding its presence across Türkiye, investing in a growing network of stores in shopping malls, tourist hotspots, and prime retail locations. Today more than 260 Yves Rocher outlets sell a wide range of skincare and haircare products, makeup, and fragrances, all with formulations using natural, botanical ingredients.

Key to the company's profitability is its use of advanced remote monitoring and business intelligence analytics to give its central management team greater understanding and control over branch operations. The company has identified video as one of its key tools, helping to reduce shrink, improve customer service, drive sales, and improve staff performance.

Challenges

Central management and oversight is key to profitability and growth

Each of the stores are relatively small – typically 40 to 50 square meters – so it's essential that staff manage periods of peak customer activity efficiently. Displays must be kept properly stocked, store ambience must be maintained in line with Yves Rocher brand values, and a high standard of customer service must be provided even when the store is busy, with low waiting times particularly vital.

Remote video surveillance was needed to improve central management of individual stores and steer the national growth strategy and minimize shrink. However, finding the right video solution was a challenge. Across the whole estate a mix of analogue and IP cameras, and inflexible VMS, was proving hard to use; cameras were obtrusive and did not provide comprehensive coverage in HD quality; and the system had no analytics functionality, so a labor-intensive people counting solution was being used, increasing operating costs.



Solution

IDIS end-to-end technology delivers streamlined monitoring, improved store coverage, and advanced video analytics



Secom and IDIS replaced this mix-and-match system with a single, powerful 5MP IDIS fisheye camera (DC-Y6516WRX-A), managed and controlled via IDIS Center in the stores, and IDIS Solution Suite (ISS) Expert VMS at the head office. Footage is recorded locally on a 4-channel IDIS DR-2504P NDAA-compliant NVR. The single-camera solution simplifies and streamlines system operation for retail staff and ensures HD coverage of the whole store, without blind spots.

IDIS SOLUTION SUITE[®]



Each store is also equipped with an IDIS AI Box for Retail (DV-1304), to deliver a wider range of powerful analytics functions, including people counting, queue monitoring, heat mapping and occupancy monitoring. People counting data from all the stores is transmitted to the ISS server, then collected in Yves Rocher's SQL server for sharing with the NEBIM retail ERP solution. This enables Yves Rocher to analyze daily, weekly, or monthly sales turnover and visitor numbers, comparing sales campaign periods against regular periods, allowing an accurate evaluation of marketing.

Results and benefits

Solution transforms ability to manage and analyze multiple dispersed outlets

After a two-month proof-of-concept project exceeded expectations, Secom was awarded a two-year contract to implement the IDIS solution across the full network of 260 Yves Rocher stores in Türkiye, starting with 100 outlets in Istanbul and other cities.

The automated people counting and heatmapping capability provided by the IDIS AI Box replaces a stand-alone system which required manual collection and analysis of data. The DV-1304 with its at-a-glance dashboard transforms the company's ability to understand the sales performance of each store, measured against peaks and troughs of customer flow. This is allowing managers to improve decision making around store openings and closures, staffing levels and staff incentives.

The IDIS solution has a comparable cost to the system it replaced, thanks to a low maintenance burden and no upfront or ongoing licensing fees. Yet crucially, it's reducing shrinkage while delivering significantly more functionality, including options to integrate with Yves Rocher's ERP software NEBIM to unlock further applications and value in the future.



" Yves Rocher's global success is built on outstanding customer service, focused management, and operational efficiency. Our new, advanced video and analytics solution from IDIS now gives us an exciting foundation for further innovation "

Can Egemen Yalçın
IT Manager
Yves Rocher

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