



# Carrefour Leads Online Grocery with its New Digital Experience



CI&T and VTEX partner with grocery retailer Carrefour to execute a successful digital transformation

# At a Glance

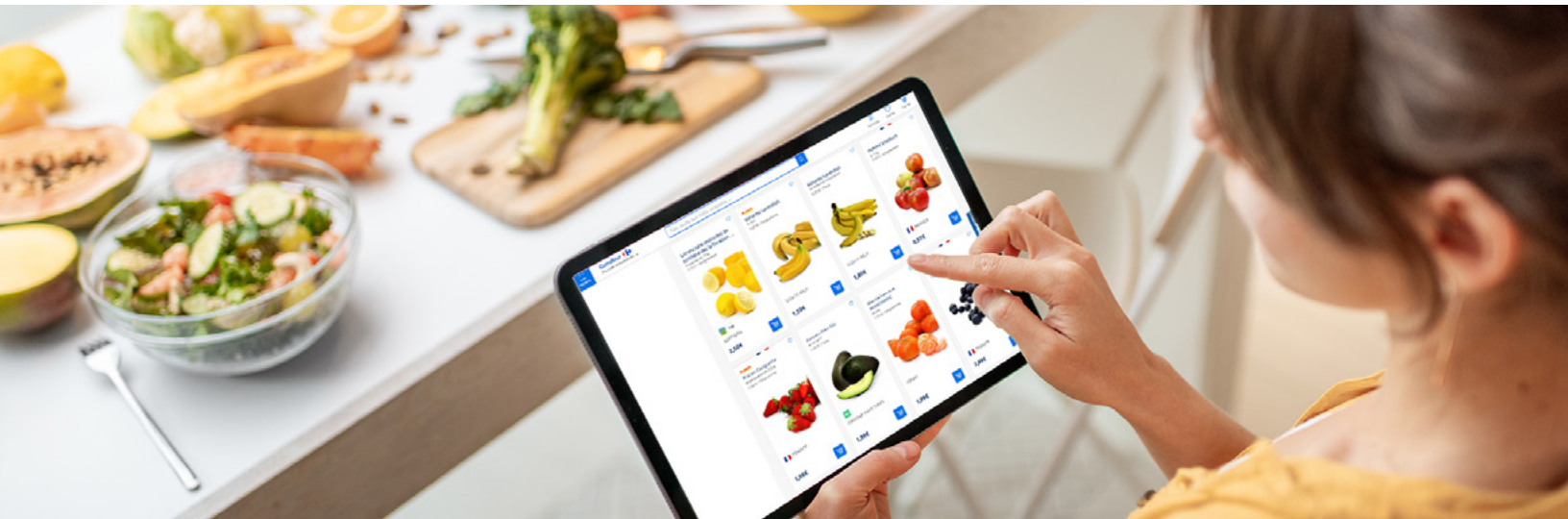
**5** months

**7** million SKUs

**13** million customers

**30%** increase in conversions

**168%** improvement in Net Promoter Score (NPS)



## Executive Summary

Carrefour is a French multinational company specializing in retail. Carrefour Brazil—its largest market outside France—is the largest supermarket chain in the country, selling more than 25 million units a year across 817 storefronts.

As part of its digital transformation strategy, Carrefour Brazil sought to become the leading ecommerce grocery provider for the country. Achieving such an ambitious goal required deploying a powerful new digital commerce solution, creating a complete migration roadmap,

and engaging the right expertise to make such a complex project a success.

VTEX was chosen for the commerce platform and CI&T was tapped to lead the transformation effort. The net result? An on-time migration delivery that resulted in a 30% improvement in order conversion and a whopping 168% improvement in Net Promoter Score (NPS)<sup>1</sup> while establishing a customer-centric, agile, and scalable architecture for future digital growth.

1. The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

# Challenge: A Massive Migration



In late 2019, Carrefour Brazil undertook an ambitious project to become the country's leading digital grocer, and accomplishing that goal required adopting a powerful new digital commerce solution that would allow for rapid transformation. It would also require a cultural and process shift from monolithic operations—where the additions of any new functionality could take weeks or even months—to an environment of continuous delivery. The onset of a global pandemic forced the engineering teams to adapt rapidly to the new intricacies of working remotely, a situation that lasted throughout the entire migration.



**“We had an ambitious goal of being the best and leading grocer in the country. To accomplish that, we had to migrate from an archaic legacy solution to VTEX’s modern ecommerce SaaS platform.”**

Paulo Farroco, CIO of Carrefour

# Solution: Technical and Cultural Innovation



Carrefour Brazil chose VTEX, modern SaaS platform, as their technology of choice. CI&T was selected to lead the migration and, from the beginning, promoted breaking the silos to unify the IT, business and operation teams. This process helped create a collaborative environment where they could create and prioritize the product roadmap. While CI&T's typical approach includes strengthening the digital transformation culture by unlocking people's willingness to adapt to change, the pandemic's unexpected arrival required the team to accelerate adopting new ways of working, communicating, and relating.

More than 140 people contributed to the Carrefour project, working remotely on the migration piece by piece. The CI&T and VTEX engineering teams were involved throughout the development cycle to mitigate risks and ensure a stable integration between the VTEX platform with Carrefour's operational process, built and maintained by CI&T.

Using a model of working in squads and promoting a culture of rapid experimentation based on the motto "learning by doing," an immense number of integrations and data migrations were accomplished in just five months. In fact, seven million SKUs and 13 million clients were successfully migrated to VTEX within the proposed timeframe. The entire effort, led by CI&T and VTEX, followed a safe and sustainable path on the journey of digital transformation. In the process, the engineers wrote more than 140,000 lines of code while adopting a new software engineering approach that incorporated continuous delivery, testing and automated deployments.

# Result: Customer Experiences That Drive More Business

**30%**  
growth in  
conversion  
rates

**168%**  
increase in  
their NPS<sup>1</sup>

Since the new platform was deployed, Carrefour Brazil has seen a 30% growth in conversion rates and an increase in their NPS<sup>1</sup> by 168% in the month after deployment. New functionality can be activated in just minutes, and improvements and innovations are made available daily to Carrefour customers. The customer's purchase journey and the management of Carrefour's operational processes have been optimized to allow for better customer experiences.

This was achieved using a variety of tools and solutions integrated with the Carrefour ecosystem, including:

- New and better ways to create promotions
- An improved checkout experience with SmartCheckout, allowing consumers to securely purchase with a single click without the need to enter a password
- A regionalized, omnichannel experience that enables the consumer to choose the most convenient way to pay for and receive products, whether on-site or at home
- Additional customer payment options
- Visual monitoring of each order to help identification of problems

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## Conclusion

This successful migration project laid a solid foundation for Carrefour to continue an accelerated process of digital growth. Their ongoing focus on providing the best possible customer experience will drive future platform updates that further increase loyalty and sales—the perfect result of using new technologies as business enablers.



“Much more than the mission accomplished, we live a cycle of great learning, **generating a legacy for growth with more agility and generation of value.** At CI&T we call what we live by “learning by doing” and “unlocking people potential”.

Adriano Mourão, Senior Manager at CI&T



Carrefour is a French multinational corporation specializing in retail. Carrefour Brazil, its largest market outside France, was founded in 1975. Today it is one of the largest supermarket chains in Brazil, with 817 units – including 241 hypermarkets and 41 supermarkets—selling more than 25 million products a year. Visit [www.carrefour.com.br](http://www.carrefour.com.br) to learn more.



CI&T is a digital solutions partner for some of the world's biggest companies, helping them drive growth and continuous innovation across business, people and technology. With operations across North America, Latin America, Europe, and the Asia-Pacific region, CI&T has a proven track record of delivering complex end-to-end solutions for the digital enterprise. Visit [www.ciandt.com](http://www.ciandt.com) to learn more.



VTEX is the first and only global, fully integrated, end-to-end commerce solution with native marketplace and OMS capabilities. We help companies in retail, manufacturing, wholesale, grocery, consumer packaged goods and other verticals to sell more, operate more efficiently, scale seamlessly and deliver remarkable customer experience. Our modern microservices-based architecture and our powerful business and developer tools allow VTEX to future-proof our customers' businesses and free them from software updates. Major brands including Sony, Walmart, Whirlpool, Coca-Cola, Stanley Black & Decker, AB InBev and Nestlé, plus 2,500 active customers, in 32 countries. Visit [www.vtex.com](http://www.vtex.com) to learn more.