

## #092 WHAT ARE THE FIRST LESSONS YOU ARE LEARNING FROM THIS HEALTH CRISIS?



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Like many e-commerce companies, we had to simultaneously manage the implementation of strict new sanitary measures on all our sites and an increase in our volumes (+35% of traffic).

In order to keep a clear line of conduct towards our employees, partners and customers, we have defined 3 priority objectives:

1. To guarantee all our employees maximum health protection,
2. Support our ecosystem (suppliers, vendors, service providers)
3. Helping the French to equip themselves with necessities

To achieve these 3 objectives, we have also structured the means to be implemented via 3 categories of measures: Adaptation, Continuity and Innovation.

Ultimately, throughout the health crisis, we used this 9-box matrix to guide our actions at all levels.

We believe that this period will have enabled e-commerce to take a new step forward and Cdiscount to extend its commercial and logistical offer:

- Offer of home delivery, which is very popular with customers and implementation of "contactless» delivery.
- 4,000 new integrated food references (to reach more than 10,000 references)
- Enlargement of the panel of French VSEs and SME partners

Cdiscount comes out of this period stronger on the 3 dimensions: social, ecosystem and customer. From now on, we are going to extend this dynamic to continue to improve the operational excellence of our supply chain. We will resume and accelerate our permanent projects: Employee working conditions, CSR, Customer Experience, Cost Optimization, not forgetting innovative initiatives: the POC factory, our startup accelerator The Warehouse and our R&D projects shared with other innovative companies and academics. ”

## | About ASLOG

**ASLOG brings together more than 400 companies from all sectors**, with 2,000 professionals working together to promote and build tomorrow's Supply Chain. ASLOG is a neutral and independent association that addresses Supply Chain issues.

**As early as 1972, visionary men sensed that this function would be decisive for all companies.** For almost fifty years, professionals in the sector have made ASLOG the reference partner.

ASLOG is the privileged interlocutor of institutions and public authorities on all questions relating to the sector.

## | #supplychain4good

The **#SupplyChain4Good** community was created at the initiative of Michelin and ASLOG, as part of the Movin'On ecosystem, in favor of a more sustainable mobility of goods.

**#SupplyChain4Good's** ambition is to federate the actors who work for Supply Chains that are simultaneously good for the planet, the people and the business performance. The members of this community are «shippers» (industrial and commercial companies), «operators» (transporters, logisticians, shipping companies, ports...), «support functions» (academics, consultants, information systems, regulators, NGOs...).

They cover all economic sectors and all regions of the world. Their work takes place throughout the year and culminates in the annual Movin'On Summit, the world summit on sustainable mobility.