

MediaMarktSaturn Retail Group

» Corporate News: Google Omnichannel Excellence Study // Ingolstadt, 07. April 2022

MediaMarkt awarded for outstanding omnichannel shopping experience

» In the Google Omnichannel Excellence Study (GOES), Google and the German Retail Federation (HDE) examined how successful retailers from different sectors are in offering an attractive customer experience across all sales channels. The result in Germany: 1st place for MediaMarkt, 4th place for Saturn.

"We are very pleased to have scored so well in this renowned study, this is a great confirmation for our team, which is doing a fantastic job," says Dr. Karsten Wildberger, CEO of CECONOMY and MediaMarktSaturn. "The result shows that we have made further progress on our way to becoming an end-to-end customer-oriented company. The future of retail is omnichannel. It is about the seamless linking of all sales channels. The aim is to offer customers a uniform and attractive shopping experience - both online and offline. We are consistently pursuing this path at MediaMarktSaturn. At the same time, the award from Google and the HDE is a motivation for us to improve even further."

Based on 43 individual criteria, the experts of the Omnichannel Excellence Study evaluated the customer experience of 52 retail companies from all over Germany. Thereby, the focus was on five basic principles: "Flexible", "Unified", "Informative", "Convenient", and "Personalized". In addition, 2,000 customers from Germany were asked about their expectations when shopping in a representative survey.

MediaMarkt and Saturn scored particularly well with the experts from Google and the HDE on the following topics: flexibility in delivery processing, including express and drive-in options for Click & Collect, a clear store layout with a separate Click & Collect area, and the integration of smartphones as a bridge between online and offline. In addition, the organizers of the study emphasized the role of the web shop as the "most important information hub" for customers.

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MediaMarktSaturn will continue to consistently implement its omnichannel strategy and will start the company-wide roll-out of the so-called "Omnichannel Spine" initiative in the Netherlands in April. This program represents the backbone for further improving, centralizing, and simplifying the logistics, IT, and ordering processes. The company is thus linking and synchronizing its operations for the shopping basket, ordering, stock, and delivery across all channels.

"Based on Omnichannel Spine and the digitalization of our stores, we will offer our customers an even more consistent, simple, and attractive shopping and service experience, regardless of where our customers come into contact with us - in the web shop, via our app or in the brick-and-mortar store," explains Andreas Blase, Chief Technology Officer (CTO) at MediaMarktSaturn.

After the launch in the Netherlands, the company will continue to roll out its Omnichannel Spine initiative to all countries.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retailer of consumer electronics and related services. With its portfolio of formats and brands, MediaMarktSaturn responds flexibly to the demands of different customer groups and countries. The company includes the core brands MediaMarkt and Saturn, which comprehensively network their approximately 1,000 stationary stores in 13 European countries with online sales platforms. The company's own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 52,000 people and is majority-owned by CECONOMY AG.

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Press contact

Uwe Wolfinger

Corporate Communications

E-Mail: corporate-communications@mediamarktsaturn.com

Tel.: +49 1511511 3933

www.mediamarktsaturn.com