

Press release – Croix, 25 May 2018

“OK Google, I wish to speak with an Auchan wine expert”

## *Auchan Retail is launching its first vocal wine and meal chatbot via Google Home*

One year after launching its Mets & Vins (wine and meal) chatbot, which has a satisfaction rate of 82%, Auchan Retail is launching a new voice assistance service in France, which will operate 24 hours a day, 7 days a week. A first in the winetech universe, it is designed to answer two specific wine questions from users:

- Which wine to go with a particular dish, or which dish to go with a particular wine?
- Which wine to pick for my guests, according to their preferences?

Available via Google Home and the Google Assistant mobile app, our virtual advisor can draw on 1,200 French and New World wine references to match with the dining preferences and budget of every user.

The customer experience is efficient and fluid. The consumer speaks to the chatbot telling it the dish they wish to serve, the colour of wine they prefer and their envisaged budget. This triggers a response distilled from the expert advice provided by Auchan Retail's wine experts.



**“Voice assistance technology is paving the way for a more fluid shopping experience. For this very reason, we are not limiting this service solely to the Foires aux Vins campaigns. As a new generation retailer, we want to make voice assistance a key element of our strategy for reinventing the customer experience.”** CLAIRE KORALEWSKI, Customer & Innovation Director

## *About Auchan Retail France*

Auchan Retail is one of the five largest world-scale food retailers, with operations in 17 countries (revenue of €52 billion in 2017), and covers all food retail formats with 3,778 points of sale under the Auchan banner (hypermarkets, superstores, supermarkets and ultra-convenience stores) alongside online shopping and Drive outlets in certain countries. To build a successful and modern business model, Auchan Retail ensures that its customers are always a core concern, through discount prices, the choice and diversity of its offering, quality of service, tailoring to local markets and factoring in of multi-channel shopping trends. The world's 35th largest employer, Auchan Retail has 351,107 employees. [www.auchan-retail.com](http://www.auchan-retail.com)

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