



## **Oxybul Eveil et Jeux : a step further in cross-channel business with Generix Group!**

Paris, 10 June 2013 – Major retailer Oxybul Eveil et Jeux is using the Generix Collaborative Customer cross-channel sales and marketing platform to develop its collaboration with Generix Group, editor of collaborative software for the retail ecosystem.

A leader in the field of games and edutainment, Oxybul Eveil et Jeux is part of Idgroup, whose other flagship brands are Okaidi, Jacadi and Véronique Delachaux.

*"With half of its turnover generated via the Internet and the other half in its 40 shops, Oxybul Eveil et Jeux has been building its cross-channel system step-by-step for two years in order to be able to offer its customers the best service: possibility to reserve a product available in store via the website; adaptation of the website to mobile devices; use of in-store terminals to place orders for products that are available exclusively on the website, with advice from sales staff; and soon, the possibility to pick up an order placed and paid for over the Internet in the customer's choice of store, with free delivery charges, etc."*, explains **Nathalie Mesny, Managing Director of Oxybul Eveil et Jeux**.

*"To do this, we need to be able to identify the customer at each step, so that the advantages of their loyalty programme and customised promotions can be applied in every sales channel"*, she continues.

Oxybul Eveil et Jeux, which already has the Generix Collaborative Entreprise (GCE) ERP and the Generix Collaborative Customer (GCC) in-store payment base, once again shows its trust in Generix Group by choosing GCC's cross-channel promotion, loyalty and single basket services.

*"We were impressed by the coherence of this solution, which is easy to start up"*, specifies **Jean-Michel Colas, Information Systems Director of Oxybul Eveil et Jeux**, *"and reassured by the possibility of interfacing it natively and rapidly with our existing environment."*

*"We are at a very mature stage in our customer relations"*, adds **José Peixoto, Store Network Director at Oxybul Eveil et Jeux**, *"so we opted for the GCC cross-channel solution by Generix Group to steer our business in an innovative and efficient way by distributing it among our different channels: stores, e-commerce, m-commerce, remote selling, etc. We will be able to carry out more effective, quicker and more consistent actions in terms of loyalty, promotion and general sales."*

**Generix Collaborative Customer** is a cross-channel platform that allows retailers to connect to the existing back office (CRM, ERP, BI, etc.) to carry out, in real time and consistently, promotion, loyalty and sales actions on all front-office applications (payment, websites, mobiles, social networks, etc.).

**GCC Promotion** improves customer satisfaction by offering, throughout the shopping experience, different bespoke advantages to encourage the impulse to buy.

# Press Release

Generix Group provides its **GCC Loyalty** service to retailers to optimise the conversion of consumers into loyal customers through offering more bespoke advantages, and a programme to win and use loyalty points.

Promotion and loyalty rules can be pooled between several brands of the same group: loyalty points, reduction coupon, gift card, loyalty cheque, etc.

With **GCC Sales**, retailers reduce abandoned sales and accompany the customer throughout the shopping experience on all channels and devices.

## Press contacts

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## About Generix Group

Editor of collaborative software for the Retail ecosystem, Generix Group helps retailers, logistics providers and manufacturers in managing, sharing and optimizing their data flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of ERP, the supply chain and cross-channel sales management, all of which is backed by our EDI, EAI and portal integration solutions.

Including names such as Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL, Louis Vuitton, Sodial, Metro, Sara Lee, Kuehne+Nagel, Cdiscount, etc., over 1,500 international players have chosen "Generix Collaborative Business" solutions, establishing Generix Group as a European leader with revenue of over €63 million.

For more information, visit [www.generixgroup.com](http://www.generixgroup.com)

## About Oxybul Eveil et Jeux

Oxybul Eveil et Jeux selects and designs toys, cultural products, nursery products and furniture to stimulate and aid the development of each child.

Find out more: [www.oxybul.eveiletjeux.com](http://www.oxybul.eveiletjeux.com)