



# How Eataly made the interaction with customers more direct and personalized with Qmatic Orchestra

” *The customer is not a number: that is why we work to offer a unique and meaningful purchasing experience.* ”

Marco Piarulli  
Store General Manager Eataly



It's a promotor of Italian gastronomic culture and wine/food history. It is the number one *retail* outlet for both purchasing top-quality Italian delicacies and tasting or finding out more about them at tasting workshops and meetings with producers. It shares with you the stories of the products, production methods and craftspeople who contribute to making Italy the most biodiverse country in the world. This is Eataly: the **biggest retailer of speciality food made in Italy**.

At its numerous outlets in Italy and around the world, Eataly demonstrates how high-quality products can be made available to all, placed within easy reach of the customer, and offered at accessible prices.

## The Challenge

The managers of the Rome Ostiense outlet's fresh food counters wanted to create a **more engaging and personalized experience** for its customers, in accordance with the Eataly philosophy. "Customers are not just numbers for us", recalls Marco Piarulli, Store General Manager. "We aim to offer our customers a unique and meaningful purchasing experience. That's why we were not content with numbered tickets for managing queues. We wanted a solution which would help us to establish a direct link between customers and staff and reinforce the message that each customer is important".

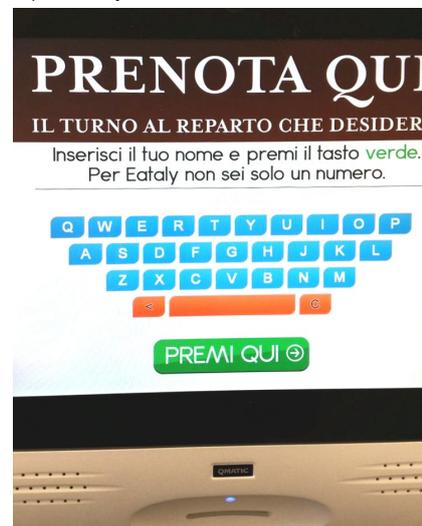
## The Solution

Qmatic Orchestra Enterprise technology has helped Eataly to transform its queue management

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systems for customers at the fresh produce counters. The customer process is now as follows:

1. The customer selects the desired department at a self check-in kiosk, types in their name and receives a ticket.
2. While waiting their turn they can continue to browse and purchase other items, assured of the fact that they will not lose their place in the queue.
3. When it is their turn, the customer is notified via an automatic call out to them using their own name (*calling by name system*). It's a detail, but one that has a significant impact on the interaction between the retailer and customer. Hearing their own name **creates an immediate sense of "familiarity" and "uniqueness"**. This is just the impact Eataly wishes to create.



4. A **Business Intelligence System** collects data and tracks important information at each stage of the process.

## Results

"The new method was accepted and appreciated straightaway," Mr. Piarulli confirms.

With the Orchestra platform, the **interaction with customers has become more efficient, personal, direct and swift**, in accordance with the values and principles which have always marked out this biggest retailer of food made in Italy.

## The Project

### EATALY

Eataly is the biggest marketplace for agro-food products and specialty food and wines made in Italy.

**SECTOR:** food retailer

**COUNTRY:** Italy

**DISTRIBUTION:** 14 stores in Italy and 10 outlets abroad, including in the United States, Japan, United Arab Emirates and Brazil.

### THE CHALLENGES

- To optimize the organization of five fresh food counters at the Roma Ostiense store.
- Providing customers with a unique and personalized experience, which is completely different from the usual approach of mass market retailers.
- Reduce waiting times
- Simplify labor organization for staff

### THE SOLUTION

- Qmatic Orchestra Enterprise Platform
- Check-in Kiosks
- "Calling by name" system
- Real-time statistics and notifications for management and staff.

### RESULTS

- Eataly customers feel more satisfied and engaged
- More direct interaction between and customers
- Reduced queueing times
- Data on waiting and service times can be collected and analyzed via the Business Intelligence system.

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