

TRUFFAUT

Since 1824, the TRUFFAUT family have been putting innovation at the heart of the home and garden sectors. Today, TRUFFAUT has 65 garden centres and 2,700 employees. Whether it's gardening, pets, home interiors or leisure, TRUFFAUT is the customer brand of choice.

With still just as much to offer, TRUFFAUT remains committed to the objectives it set out two centuries ago: to make life more beautiful and to cultivate the harmony between man and nature. Truffaut's reputation precedes it, having won the customer choice award for gardening retailer of the year for 11 years in a row at the Graines d'Or.

<https://www.truffaut.com/>



RETAIL

EMM* SOLUTION



APPLICATION



*Enterprise Mobile Management

**"WE FELT SUPPORTED
BY CROSSCALL'S TEAMS
THROUGHOUT THE ROLL-OUT"**

65

GARDEN CENTRES

3,000

EMPLOYEES

THE CHALLENGE

As System Engineer, what is your role within the company's stores?

I've been directly involved in replacing our retail chain's outdated DECT systems. Out of the 65 stores in France, we've already achieved this at 16 garden centres.

How did you hear about Crosscall?

Having been given the green light from our operator to use the app-based teaming communication solution, we then needed a device to install it on. The operator presented us with several models, including Crosscall products. I'd heard about Crosscall's mobiles for personal and active use, and I knew that they were sturdy.

How are the mobile devices distributed across the company?

Before, our stores were using quite an outdated DECT solution, which didn't have many features (i.e. you could only make internal calls or transfer calls to another user). Once we'd outgrown the DECT technology, we needed a dependable model that would enable us to provide second-to-none customer service. An important thing to note is that our employees work very closely with their customers, who regularly call them up for advice. Crucially, our phone line is the first port of call for this.



CORE-X3

“As our stores are open seven days a week and have long opening hours, the phones have to be capable of supporting this way of working”



CORE-M4



X-CABLE



And why did you choose Crosscall?

Mindful of the day-to-day requirements of our store employees, we knew that we needed sturdy models with a long battery life. The phones are an integral part of our stores. Our stores are garden centres which are open seven days a week and we have a rota system for staff, so we needed products that would fit in with these requirements.

THE CROSSCALL SOLUTION

Can you tell us more about the day-to-day activities of your employees?

They obviously spend most of their day outdoors! The plant teams basically work outside, come rain or shine. On a typical day they might be looking after the plants or getting their hands dirty – and in quite humid environments, too.

Moreover, the phones aren't assigned to specific members of staff. The team therefore need to be able to start their day knowing that they can find the phone fully charged in a specific location, ready to use.

Aside from the phones being sturdy and waterproof, what other factors were part of your specification?

Long-lasting battery life. Our stores have quite long opening hours: 9 am to 8 pm So it's important that the battery lasts!

How did you involve your end-users in the choice of phone?

We did some on-site tests in three stores over June and July. The Crosscall team were on hand to guide us and essentially make this roll-out a success.

What about the X-LINK accessories?

We provided our stores with an X-Cable for each smartphone we rolled out. The X-LINK is practical as it enables you to charge the phone without having to remove the waterproof cap. We instructed our employees to put the phone on charge at the end of the day. And it's really easy to do that with this cable. We also use the X-POWERSTATION within the IT department. It allows us to save valuable time when we are arranging store visits, as we can charge and configure them easily.

What other projects do you have in the pipeline?

We are going to continue to roll out this solution across all 65 stores. It's an ambitious project. Essentially, the main priority was to replace our outdated telephone systems. Now our employees have smartphones, the next step is to get them using the new functions of this technology in their day-to-day activities (e.g. taking photos, sending emails, etc.).

Would you recommend this solution?

Yes, absolutely. Aside from mentioning the products themselves, we worked very closely alongside your commercial and technical teams. Your team members came to the store to get to grips with the roll-out and make sure that everything was going to plan. It's important to say that we felt well supported.

Testimonial of Guillaume Lesbros,
System Engineer - TRUFFAUT