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# HOW MONOPRIX INCREASED ITS NPS THANKS TO CONVERSATIONAL AI

WHEN IMMERSIVE AI TRANSFORMS CUSTOMER RELATIONS AT MONOPRIX



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# AGENDA



1

## STARTING POINT

Monoprix Presentation + Training Team · Limits of traditional formats

2

## CHOOSING CONVERSATIONAL AI

Why immersive roleplay scenarios · Why Uptale

3

## DEPLOYED MODULES

Sales SOP: managing complex customer interactions  
Soft skills: effective feedback

4

## DEPLOYMENT TIPS

From POC to national rollout · LMS integration · Field adoption

5

## CONCRETE RESULTS

NPS impact · U-Spring 2026 · Learner engagement

6

## WHAT'S NEXT

National rollout · New modules · VR programme

7

## KEY POINTS & ADVICE

Key takeaways and best practices

# 1. STARTING POINT

“

## MONOPRIX & TRAINING TEAM

### Urban proximity retail leader

Network of 300+ stores

Highly competitive market

Differentiation through customer experience excellence

### Co-construction

Monoprix training team & Uptale

Dedicated to field upskilling

“

## LIMITS OF TRADITIONAL FORMATS

- Top-down training: low engagement
- No real practice: hard to scale
- Low retention = no lasting reflexes



*The challenge: customer relations, performance, retention and differentiation*

## 2. CHOOSING CONVERSATIONAL AI

### LEARNING BY DOING

Our learners needed to be able to train in the best conditions: comfortable, pressure-free, experiencing situations as close to reality as possible.

### RIGHT TO FAIL

Make mistakes, try again as many times as needed, with no operational consequences. Safe, experience-based learning.

### IMMERSIVE SCENARIOS

AI-powered roleplay simulations — the AI plays the customer or colleague — tailored to real in-store situations.

### WHY UPTALE?

After a first experience with another partner that didn't work out, the collaboration with Uptale emerged naturally.

What made the difference: real teamwork, co-building the modules together, defining the rules ourselves and adapting them to our field constraints. Uptale let us stay in control of our project.

# 3. DEPLOYED MODULES



## SALES SOP – CHECKOUT HOSTS

### ROLEPLAY SCENARIOS:

- Rushed or impatient customer
- Product issue (price, promotion...)
- Information or advice request
- Conflict situation
- Upselling opportunity

### WHAT WE MEASURE:

- Welcome quality (phrasing, tone)
- Objection handling
- Ability to propose solutions

## SOFT SKILLS – MANAGERS

### ROLEPLAY SCENARIOS:

- Observe a simulated interaction
- Identify strengths & areas for improvement
- Conduct a feedback conversation
- Adapt management style to each profile

“

### AI SIMULATES DIFFERENT PROFILES:

Demanding customer, defensive host, stressed beginner, experienced colleague...

Immediate feedback after each simulation: strengths, areas for improvement, suggested phrasing.



**Accueil en magasin**  
Vers une expérience client réussie

# THE COHERENCE OF BOTH MODULES

## CHECKOUT HOSTS

Build interpersonal skills: welcoming, objection handling, empathy, commercial proposals.

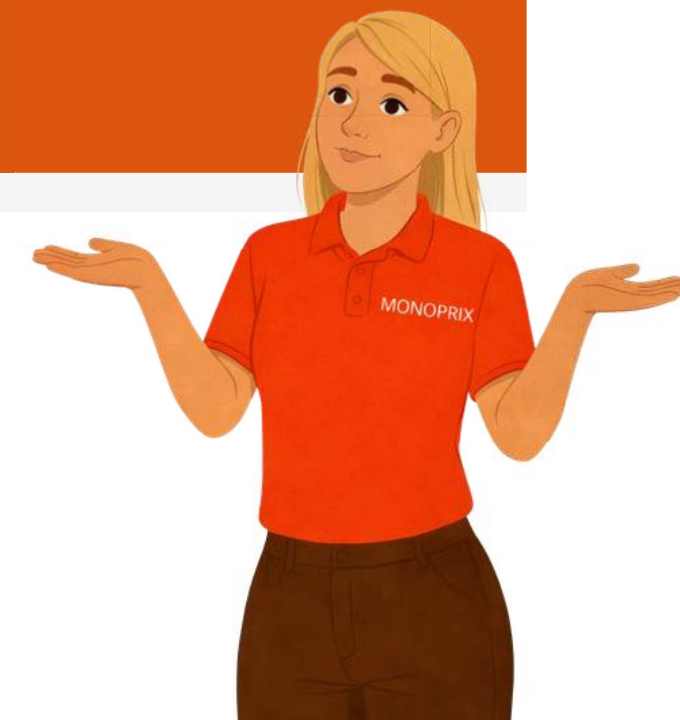
## MANAGERS

Build team coaching skills: observation, constructive feedback, field coaching adapted to each profile.

### ◆ A SHARED LANGUAGE

The manager is no longer just an inspector — they become a true field coach who knows what they're talking about, because they trained too.

*“A true learning ecosystem”*



# 4. DEPLOYMENT TIPS



1

## DEPLOYMENT PREPARATION

Integration into LMS training pathways. Selection and delivery of field equipment (headsets with mic + explainer sheets).

2

## POC – PARIS NORD

Model validated across 2,412 checkout colleagues. +6 NPS points from the testing phase.

3

## 360° COMMUNICATION

Multi-channel campaign: emails to teams, in-store kits, manager support for adoption.

4

## NATIONAL ROLLOUT

Extension to the full Monoprix network. Field support to drive team adoption.

# 5. CONCRETE RESULTS



+6

NPS points

*Initial target: +2 pts*

Paris Nord (YoY)

2 412

colleagues trained to date

*POC phase — Paris Nord*



**U-Spring 2026 Award**

*“Digital & AI Transformation”*

2026 Winner



## LEARNER ENGAGEMENT

Confidence boost, stress reduction, greater autonomy in customer interactions



## MANAGERIAL TRANSFORMATION

Managers evolved into true field coaches, improved feedback quality



## SUSTAINABLE PRACTICES

Unlimited, risk-free training — learning from mistakes, replayable infinitely

# 6. WHAT'S NEXT?



## NATIONAL ROLLOUT UNDERWAY

Extension to the full Monoprix network — all stores, all checkout staff.

## LAUNCHING NEW MODULES

Technical architecture enabling new AI modules: shop floor, customer advice, after-sales service...

## VR PROGRAMME FOR IN-STORE ROLES

Creating a virtual reality training programme for hands-on in-store job skills.

## GLOBAL TRANSFORMATION VISION

Making conversational AI the standard for upskilling all relational competencies across the Group.

# 7. KEY POINTS & ADVICE



## **CHOOSE THE RIGHT USE CASE**

Target the most complex, high-stakes business situations.  
Start with a focused, measurable POC.

## **TRAIN MANAGERS AND TEAMS TOGETHER**

Both modules together create a shared language and a lasting learning ecosystem.

## **CO-BUILD WITH YOUR PARTNER**

Work hand in hand to adapt modules to your field constraints.  
Keep ownership of your content.

## **MEASURE FROM DAY ONE**

Define KPIs before launching: NPS, engagement, confidence.  
Concrete results legitimise the programme.

## **360° COMMUNICATION IS A MUST**

Support the rollout with a multi-channel campaign and a field kit (equipment + explainer sheets).

## **THINK SCALABILITY**

Design a replicable architecture to quickly roll out new modules for other job families.

# THANK YOU

FOR YOUR ATTENTION



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