



ManpowerGroup™  
Solutions

# BUSINESS CASE SONY



## Customer Care Solutions

Sony Style contact centre beats sales record and wins prestigious award thanks to insourcing solution.

### BASIC STARTING POINTS

- Sony Style wants to give a fresh boost to the insourcing of its Customer Contact Centre
- The need for a strategic partner with the flexibility to adjust to a fast-changing environment
- Preference for an HR specialist to focus more on people's talent rather than merely on technology

### OUR SOLUTION

Total solution for managing the Customer Contact Centre: recruitment, training, coaching, assessment, constant quality monitoring, communication and reporting, operational and strategic advice, etc.

### RESULTS

- Smooth transfer of the contact centre management thanks to thorough preparation and the assessment of potential risks
- Progress in all KPIs in all areas from day 1
- Sales records beating the results from the past 10 years without expanding the sales staff
- Proven efficiency gains and growing customer satisfaction
- Award for Best Customer Experience in 2010 thanks to the successful introduction of 'Click to Chat' technology

"ManpowerGroup Solutions has boosted the performance of our Customer Contact Centre continuously since day one. We are performing significantly better on all of our KPIs, without having to expand the team."

**Sony Style, the electronic giant's European webshop has been outsourcing its Customer Contact Centre for a number of years already. However, since 2008 Sony Style has very much preferred the people-oriented approach provided by ManpowerGroup Solutions, rather than the technology-driven version of the call centre traditionally operated by other service-providers in the sector. Philippe Depautex, General Manager of Sales & Operations at Sony Style Europe, explains why this decision has certainly helped the retailer.**

### From good to great

"We had already been working for some time with an external partner, which ran the telephone customer service side of our webshop," he says. "We kept the operation on our own premises, because we very much wanted to maintain our core business close at hand. But when our contract with them came to an end,

we realised that there was still a lot of room for improvement, and so our preference went to a new partner in the form of ManpowerGroup Solutions. The switch went incredibly well from the start. And the ManpowerGroup Solutions motto of 'From good to great' shows that they fully understood what we wanted: to make our Contact Centre – which was already running well – even more efficient by improving the performance of our 50 staff members. And ManpowerGroup Solutions lived up to their promises from day one. In fact since they started, we have seen continuous progress in every single one of the KPIs we measure. Step by step ManpowerGroup Solutions is improving the way our agents perform. Not by expanding the team, but by putting the right talent in the right place, as well as training and motivating them."

### Boosting sales and customer experience

"Sony and ManpowerGroup Solutions are now a winning team. Our targets have become their targets – i.e. to sell more Sony

products while giving every customer an unforgettable shopping experience. And are we succeeding? We definitely are. We have beaten our sales results from the past 10 years, too. Which is an extraordinary result in view of the economic crisis. Plus our efficiency continues to rise, as does our customer satisfaction. In fact thanks to ManpowerGroup Solutions, we have also been able to launch 'Click to Chat'. As the name suggests, Click to Chat enables customers to chat directly with a sales expert at the Contact Centre – and it has generated additional sales immediately from the beginning. And what is more, customers are simply delighted when they realise they can get in touch with us online, even after 10.00 pm on a Friday evening. For this, the business federation for contact centres has rewarded the project with an award for Best Customer Experience. It's an accolade that we are happy to share with ManpowerGroup Solutions."

### Proactive and strategic

"Each day makes us realise just how much we made the right choice by going with ManpowerGroup Solutions. Time and again they demonstrate a thorough understanding of our business. And they're good at adapting quickly, too, which is vitally important in the world of e-commerce that we operate in. They're able to look ahead and come up spontaneously with

innovative ideas for improvement. They are always pushing the limits – which is exactly what I expect from an external partner. Anybody we work with has to be prepared to keep adjusting their operating policy to keep in line with our strategy. ManpowerGroup Solutions has taken us from 'good' to 'great'. So now we are embarking on phase two of our partnership: 'from great to excellent'. With new objectives and the appropriate improvement pathways to go with them."

### Commitment at the highest level

"The main strength of partnership is the way we complement one another. ManpowerGroup Solutions is able to think with us like a fully-fledged consultation partner, including on a strategic level. And in addition to the measurable factors, there is also their passion and commitment, which doesn't stop with the project manager. Every 3 months, the ManpowerGroup Solutions General Manager sits down with our senior management to shape the way we'll be working together into the future. Everyone is highly committed to create progress, at every level of the hierarchy. Which is crucial to our success. Because at Sony Style, the Contact Centre is by no means the poor relation of the operational side. Quite the opposite, in fact our Customer Contact Centre is a vital part of our business as it contains the voice of our customer."

#### CRITICAL SUCCESS FACTORS

- Solid partnership based on in-depth customisation and complementarity
- Constantly striving for improvement
- Ongoing quality monitoring using strict KPIs
- Passion and enthusiasm of the ManpowerGroup Solutions team
- Commitment and involvement at the highest level (interaction every 3 months between Sony and ManpowerGroup Solutions senior management)
- Flexibility and the ability to anticipate and capitalise on rapid developments in the world of e-commerce
- Thorough insight into Sony's business

#### ADDITIONAL BENEFITS

- Strong focus on motivation and retention of staff
- Optimum flow of customer feedback for continuous service improvement
- No extra pressure on staff overheads: the team is on the ManpowerGroup Solutions payroll
- Transparent cost structure
- More time for the core business

"We're a winning team with a shared goal: to sell more Sony products and create more Sony fans by providing an unforgettable shopping experience for every customer."

#### About Sony Style

Sony Style Europe is a division of Sony, a leading international name in consumer electronics. Sony Style has its head office in Zaventem (Brussels) and sells a wide range of Sony products online. The Sony Style European webshop operates in 17 countries and provides a choice of over 2,000 items.

[www.sonystyle.eu](http://www.sonystyle.eu)

**SONY**

For twenty years ManpowerGroup Solutions has been a benchmark in tailored people-based outsourcing solutions. This fast-growing ManpowerGroup subsidiary can take on the full or partial management of activities, departments or projects that lie outside a business's core tasks. ManpowerGroup Solutions enters into an obligation of results with its clients to streamline the service, workforce, and work processes. This undertaking means more time for the core business, more continuity, more quality and demonstrable cost reductions. In all more than 600 experts or 'ambassadors' are at work for clients in a very wide range of sectors.

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FOCUSING ON YOUR CORE BUSINESS IS HUMANLY POSSIBLE.



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