



ManpowerGroup™
Solutions

BUSINESS CASE VOLTONOMY



External Sales Force Solutions

Voltonomy experiences rapid growth by outsourcing its sales activities.

BASIC STARTING POINTS

- A new start-up company wants to take its products to market quickly
- The need for a flexible salesforce capable of changing in line with sales results
- Looking for an external partner prepared to share risks

OUR SOLUTION

- Total solution for managing the sales team and call centre staff (hiring, training, coaching, follow-up)
- Development of a tailored CRM package with reporting to match
- Combined marketing campaigns for lead generation

RESULTS

- Fast start-up and growth of sales activities
- High conversion rates: 1 in 4 phone calls leads to a customer visit, 1 in 3 visits results in a contract
- Efficiency gains by combining project know-how and commercial expertise
- More time for core business
- Stability and continuity

“One in every four phone calls generates an appointment; one in three appointments ends up with a contract.”

The target Belgian company Voltonomy set itself when it first opened for business in mid-2009 was to get off to a flying start with installing solar panels. But as a newcomer to the business, how do you keep adjusting the size of your sales organisation to match developments in your sales figures? The answer was by outsourcing the whole process. Alexandre Serwy, Voltonomy’s Sales Manager, explains why the company opted for an outsourcing solution.

Flexibility and speed-to-market

“From the very start with Voltonomy we took the conscious decision to work with an external sales force. Our business is installing solar panels, not hiring sales people. Anyway, what would happen if changes to our sales volume meant we had too many or too few sales staff on our payroll? That’s why we decided to opt

for the outsourcing solution provided by ManpowerGroup Solutions. All the people on our sales team and at our call centres are on the ManpowerGroup Solutions payroll. So it’s up to ManpowerGroup Solutions to keep adjusting staff numbers to correspond with the targets set. And the fact that they have extensive access to the jobseeker market via the branch network of their parent company Manpower is a great bonus for us. Without them, we would probably not have got off to such a fast start.”

From recruiting to lead generation

“We outsource our entire sales process, from A to Z. The hiring, the sales training and coaching and the supervision of our people is totally in the hands of ManpowerGroup Solutions. But we still retain responsibility for the strategy, our brand positioning, and the training and coaching on technical and product level

of our sales staff, who work for us 100% on our projects. ManpowerGroup Solutions manages our sales people and has set up a call centre dedicated to Voltonomy customers at their offices in Woluwe. We have worked with ManpowerGroup Solutions to develop a CRM package tailored to our particular business. ManpowerGroup Solutions also works with us to outline marketing strategies for attracting new customers. The fact that our partnership is successful can be seen from the conversion rates: one in every four phone calls generates an appointment; one in three appointments ends up with a contract.”

Shared risks, shared responsibility

“As a new company, you have to deal with all sorts of risks and uncertainties. ManpowerGroup Solutions was prepared to take the plunge with us. They not only believed in our project, but in the beginning their own profitability from us was by no means guaranteed. So we share the risks as well as the responsibilities and we actually place our objectives in the

hands of ManpowerGroup Solutions. It’s up to them to achieve those targets and to take the action required to make it happen. Does that mean we lose control? No, there is constant consultation. We receive reports and analyses so that we know where we stand at all times. And every week we sit down round the conference table to plan ahead and adjust our approach accordingly.”

Customisation and commitment

“Voltonomy definitely gets added value from ManpowerGroup Solutions’s project management expertise. They employ someone specially for Voltonomy, who handles the staff administration side of the sales and call centre team. That gives the project manager at ManpowerGroup Solutions more time and space to think with us about our business. It’s not for nothing that we have an open partnership and it is precisely this commitment and involvement that is so vital for our sales success. I don’t know of many partners who would be willing to invest so much time and energy in a young start-up company like us.”

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About Voltonomy

Voltonomy is a Belgian installer of solar panels for the residential market. The company was established in mid-2009 and has experienced rapid growth since then. In addition to the head office in Mons, the company also has a location at Marseille in France.

www.voltonomy.be



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.

CRITICAL SUCCESS FACTORS

- In-depth customisation and partnership
- Experience in project management
- Involvement in targets and commitment to results
- Shared responsibility and risks
- Systematic follow-up based on objective figures and analyses
- Open communication
- Speed of response

ADDITIONAL BENEFITS

- No extra pressure on staff overheads: staff are on the ManpowerGroup Solutions payroll
- Retention of control thanks to constant consultation
- Transparent invoicing based on actual results
- Flexibility and job security for sales staff as a result of ManpowerGroup Solutions’ various ‘SalesForce’ projects

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FOCUSING ON YOUR CORE BUSINESS
IS HUMANLY POSSIBLE.



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