

ACCOR SERVICES

chooses WYSUFORMS to create surveys and questionnaires on the Internet

ACCOR SERVICES in brief

- **Activity** : global leader in the market of security services (Restaurant services, universal monthly employment checks, expense management, payroll...
- **Structure** : subsidiary of the Accor Group, with presence in 35 countries
- **Turnover** : 630,000 € in 2005 (worldwide)
- **Employees** : 4,200 employees (worldwide)

PROSPECTS AND CHALLENGES

Accor Services searched for a global solution to create its annual client satisfaction survey at global scale. Up to that point conducted on paper, the process of surveying was conceived as too long, expensive and not sufficiently reliable.

The main challenge consisted in the deployment of the survey via Internet using a solution designed for the Web. The solution had to be centralized with our headquarters to ensure the maximum protection of confidential information. In addition, the interface had to be easy to learn and user-friendly, since the marketing department and not the IT department would manage all the investigative tools and the collection of data.

"The employment of WysuForms is a great success. Acclaimed by all our subsidiaries, our Internet survey solution gives us a technological advantage in a very competitive market as well as great responsiveness in regards to our customers expectations."

Hervé Parnaudeau, Manager of Web Marketing, ACCOR SERVICES

SOLUTION

WYSUFORMS enterprise solution, based on the concept of Enterprise Feedback Management (EFM) is recognized for its advanced technology and designed specifically for the Internet environment. The user-friendliness and rapidity of implementation are also key factors.

THE CHALLENGE

The job of Accor Services is to design and implement innovative solutions for its client companies to improve the productivity and well-being of their employees. Accor Services is the global leader in the market of security services, with a turnover in 2005 of 630 million Euros and a profit before tax of 226 million euros.

Security Services aim in particular to employees in the tertiary sector, a market considered both considerable and in constant growth together with the growing rate of urbanization in our societies.



The business of Accor Services is based on three families of consumers products: humans resources, marketing services and the management of professional fees.

21 million people in 35 countries benefit from a range of services (Restaurant and food tickets and vouchers, personal assistance, incentives and customer loyalty services), where Accor Services ensures both a concept's creation and management.

RESULTS AND BENEFITS

- Cost reductions for both the company's headquarters and its subsidiaries
- Complete assimilation of the solution within a year
- Reduction in time necessary to complete surveys
- Innovative Internet Technologies
- Option for both membership and ownership for the Marketing Team
- Improved logistic and administrative processes
- Improved responsiveness to analyze the market and its trends

CASE STUDY

The potential for development and severe competition in the service industry require regular checks and measurements of the satisfaction rate. It is especially important for Accor Services to detect and anticipate the expectations of its market. In order to do so, Accor Services conducts an annual international satisfaction survey among its corporate clients, and it is carried out either locally by mail, fax or email, or via its subsidiaries. The process requires a variety of local suppliers, creating therefore elevated productions costs. The implementation times are very long – it takes about four to five months to gather the results in the headquarters and compile all the information. The synchronization among the 35 subsidiaries is impossible, and the quality of data is either very biased or there is the risk of losing data altogether. Moreover, managing these surveys is too much for the subsidiaries in charge of locating, translating and carrying-out the survey. The operation is considered both too long and too expensive and it lacks the necessary responsiveness and reliability.

Accor Services decided to seek a solution for the collection and exchange of these data concerning customer satisfaction levels.

THE SOLUTION

Hervé Parnaudeau, Manager of Web Marketing for Accor Services, was focusing on a solution “online” and drew the proper specifications of the project. The required solution had to be designed for the Internet world. The Marketing Department requested that the solution ‘d be easily adaptable even for users with little computer proficiency. The implementation of such solution would also need to be easy to manage, and the project should rapidly become operational. The administration process should be facilitated and the tool should be able to handle also exotic languages. Finally, timing and costs of implementation would need to be rapidly reduced.

The company consulted survey and polls specialists, but they were not able to meet certain specifications. Their solution is quite difficult to manage and requires a certain level of expertise. Furthermore, their technology is not suited for the World Wide Web.

WysuForms was also consulted, and was able to present a more innovative technology, based on the Internet. Intrigued by the user-friendliness of the solution, Hervé Parnaudeau decided to start with a pilot-run in France. The bilingual interface of the software, both in English and French, and its ability to handle any other language are a very important asset for Accor Services, because of its need to deploy the survey to its 35 subsidiaries in different countries.

Convinced by the success of the pilot-run, the IT department approved the utilization of the WysuForms solution for the other subsidiaries as well. Within a few days, the tool was installed and perfectly operational in all the locations. The survey parameters in the headquarter location are then sent to the other locations, where the survey would be locally tested and the main target would be selected. Thanks to a customized email, the recipient can go directly into the survey and the answers are recorded in real-time.

Hervé Parnaudeau noted: “Our customers have the choice to answer whenever they want and in several times, they don’t need to complete the entire survey at once. We have doubled the rate of our responsiveness and greatly improved the quality of our information. We have also recorded a higher rate of responses from clients in countries where the Web technology is fairly recent.”

RESULTS

Implementation times have been noticeably reduced, from four months to about one week. Subsidiaries have abolished completely the need for local suppliers: the result is a significant reduction in the costs of production and a facilitated transaction.

The parent company has noticed and appreciated the easy consolidation of information and has recorded a higher survey response rate via Internet, monitoring the quality and following up on the emails. The interface is truly WYSIYG (What You See Is What You Get), and users can often include images and graphic charts very easily.

Accor Services now has a tool to easily and rapidly carry-out attractive and functional surveys. Moreover, the quality of training and support provided by the WysuForms team enables a quick progression and rapidly meets the needs of Accor Services. The consolidation of data in real time, the analysis of the results, the option for cross-tabulation and to export data in many formats (Word, Excel, etc.) allow the Marketing Department to measure quickly the level of customer satisfaction. The responsiveness allows to anticipate the demands and directions of the market.

Hervé Parnaudeau concludes:

“The project was a complete success. With WysuForms, we dealt with an Internet solution specifically tailored to our needs. The software was fully integrated in less than one year. Our users now have the proper tool to carry-out local surveys, explore new markets and new opportunities. We now have a technological advance, and we will continue to use it to integrate data collected with our CRM tool”.■

