



## All in one:

Lyon lends another dimension to your business support service

## → CHOOSE LYON



It's no coincidence they came to Lyon!

**Club Med**, for its European recruitment center, **Lafarge Group** for its French IT division and **Rhodia** for its European Shared Commercial Services Center - they're all in Lyon!

**ONLY LYON** 

# Service Centers

## ➔ LOWER SET-UP COSTS than in other major European cities

- **Turnover under 10%** for long-term recruitment
- **Lower payroll costs:** 39,253 euros gross per year on average for a finance-oriented Service Center employee in Lyon, against 48,801 euros in Barcelona.

(Source: KPMG 2007)

### Case study: Phone Marketing

**Located in the Part Dieu business district since 1994, the outsourcer Phone Marketing has decided to remain loyal to Lyon.**

The new-generation Bonnel Part Dieu building - chosen with the help of Aderly - has enabled the firm to benefit from high-quality services, **adapted to the specific needs of call centers**. The ergonomic layout of the space, specially designed by a local expert, fosters **the loyalty of satisfied employees**. Ideally situated close to the TGV (high-speed train) station, the metro, the tramway, a major bus hub and a Vélo'v bike rental station, this new building makes recruitment all the easier. Indeed, this company has **doubled its number of positions**, to satisfy its customers.



### Key figures

**9,000** jobs  
in customer relations  
Nearly **200** customer  
service centers

## ➔ FROM THE BACCALAUREATE TO A MASTER'S LEVEL, every type of training adapted to your Service Center

Apprenticeship programs, vocational training, professional undergraduate degrees, Masters' degrees, MBAs and more

### The Customer Relations Club

**Over 150 members, CRC managers and specialized service providers**, share their experiences, information and projects.

The club:

- Brings together Lyon actors
- Facilitates the integration of new arrivals
- Drives exchanges of good technological and human-resource practices.

### Our references set us apart

#### A few Shared Service Centers in the Lyon region

**ABB, Adecco, Capgemini, Club Med, DHL, Rhodia, Groupe SEB, Volvo**

#### A few Customer Service Centers in the Lyon region

**April Group, Banque Populaire, Cegid, Essilor International, Maaf, Macif, Ligne Claire, Sellbytel**



## IN THE WORDS of a decision-maker

« ABB is a leading global company in energy and automation technologies. In 2002, ABB France set up a Shared Service Center in the Lyon area. This center puts its skills at the service of the group by consolidating and standardizing IT development, purchasing, accounting and cash management, human resources and payroll. The decision to set-up in Lyon was guided by the ease of recruitment offered by the region thanks to the rich wealth of qualified personnel. When it was created, the management team recruited 30 people in just 2 months at the executive, technician and staff levels. The group's Lyon-based personnel are stable and highly qualified at a cost below that of Paris. »

Loïc ARTHAUD,  
Manager of the French Shared Accounting Service Center  
ABB France

**ABB**

« Located in Lyon since 2002, we inaugurated a second facility in 2006, also situated in Lyon. The rich employment base, together with the city's easy access are amongst the reasons we confirmed our first choice. As for the quality of life in Lyon, it is a key component of our site's renown, which has made it one of Nespresso's most frequently visited locations. »

Céline ROL,  
Club Nespresso Customer Service Center Manager

**NESPRESSO.**



**Plan to set  
up a business?  
Contact our experts!**

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