

# A major demanding customer loyal management essay

[Business](#), [Management](#)



[http://www. supexup. fr/images/logo/fede. png](http://www.supexup.fr/images/logo/fede.png)[http://www. stragefi. fr/dragon-media/images/esup. jpg](http://www.stragefi.fr/dragon-media/images/esup.jpg)Steven FAVRIS Master in Management and Corporate Strategy Core question [http://www. trouvetaboite. com/img/Web/actualites/actu\\_source\\_96\\_91174AD2\\_randstad. jpg](http://www.trouvetaboite.com/img/Web/actualites/actu_source_96_91174AD2_randstad.jpg)Contact/AdressBlank pageThe acknowledgements/RemerciementsTable of Contents/sommaire(page number)

## **Introduction : Educational and professional background**

First, about educational background, I started my studies choosing a technical way with an equivalent to the GSLC in human resources, which i learnt basics in how to manage human resources. Then I prepared a University degree in companies management but it wasn't possible to do it in co-training and it deals more with accountancy, a way i wouldn't want to choose. Its why i wanted to try commercial to keep the human resources aspect with management and continued doing a in Business Management in Esup that i obtained in 2010 in co-training with chapitre. com where i learnt basics of business management. Today licensed of a vocational DEES Companies Management in 2011, done in co-training with Randstad a temp work company as a recruiter, I wanted to continue my studies in Esup to do a Master Company Management and Strategy with the same company. My goal is to extend my experience and improve my skills in the same company to be in a logical way in a long term view. This Master degree will bring me the knowledge I need to be effective in management, commercial and administration in my job. It will also give me strong general knowledge about how to run a company in an international point of view. I have been studying for 4 years within Esup, in my opinion this school offers me the way I need to

study, a vocational training and a professional teaching staff. I'm still in co-training with Randstad, a temp work company. I chose this company because I wanted to work in labour market, and improve in an environment where you learn to be polyvalent (recruiter, commercial and management). My first 2 years in DEES and first year of Master MSE I worked as recruiter but since October 2012, I work as consultant, it mean that I have commercial and administration responsibilities. One of my colleagues is leaving the company and I'll get back a major customer. This customer is quite demanding and I'll have to develop tools to improve our temp workers market share in it.

### **Core question :**

### **How to make a major demanding customer loyal on a highly competitive temping market in tough economic times?**

I will study how to deal with a demanding customer, what this customer is expecting from us and how to stay competitive and make it loyal. In tough economic times, it's really important to keep our major customer even if they provide us a lot of pressure. To keep them by taking measures and create tools responding to their needs. I'll first introduce our activity and the temping market in a general view. I'll also explain which are our forces and weakness and how to deal with tough economic times.

### **Expectations :**

After my studies i wish I'll could have the opportunity to go in a foreign country with Randstad to do the same work and improve my English, to get new skills and get more autonomy. I would be able to work about international mobility and recruit for an agency or a company. Steven

FAVRISrésidence St Eloi35360 Montauban de  
bretagne(+33)67169717823FrenchSingleCareer objective : I would like to  
work as a international recruiter.

## **Educational background**

Since 2012: I'm preparing Master 2 MSE (expected graduation 2013...)Main  
subject : Management, human resources, marketing , international trade.  
2011: Bachelor in management. 2009 - 2010: HND in Business Management.  
2008: I prepared a University degree in companies management. 2007:  
Equivalent to the GSLC in human resources.

## **Foreign languages skills :**

French: nativeEnglish: Both general and business: Upper intermediate

## **Computer environment :**

Pack Office, Windows (xp, vista, 7, 8), Linux, Sphinx, Gantt project, Adobe  
Photoshop cs6, ableton live 8, fruity loops 9.

## **Work experience**

2012-2013 : Co-training /Randstad as Consultant : recruitment, commercial,  
management. 2011-2012 : Work placement /Randstad as recruiter. 2010-  
2011 : Work placement /Chapitre. com as sales agent. Summer 2010 :  
Worked in bank, Credit agricole. Reception. 2008-2010: 14-week internship  
at Chapitre. com in Laval and every Tuesday in the same company for 1 year  
(this was a course requirement for the BTS degree). Summer 2009:  
Salesperson/Checkout/Stockroom : Chapitre. com, LavalSummer 2008:  
Worked in mobile home company: DENIAU, Javron les Chapelles. Summer

2007: Worked in team in chicken slaughter house: La SOFRAL, Lassay Les Châteaux.

## **Extra-professional activities**

Music : Guitar for 12 years. have taught guitar to adults for 2 years. I. T :

Good knowledge of software and hardware. Able to make own computer from components. Able to repair computers. Follow news about NTICs.

References: Available upon request

## **1 : Randstad France Group :**

**Turnover 2011 : 3, 37 billion euro**

**Number Of Offices/Agencies : 900**

**Number of permanent workers : 4000**

**Number of permanent temp workers : 80000**

**Customer : 60000**

**Number of temp work missions : 2, 3 millions euro**

**Training budget : 40 million Euros**

**Temp work Market in France 2011 figures :**

[http://prisme.eu/Images\\_Site/Pix.gif](http://prisme.eu/Images_Site/Pix.gif)[http://prisme.eu/Addon\\_Site/Upload/Images/Autres/interim\\_contributions\\_grap.jpg](http://prisme.eu/Addon_Site/Upload/Images/Autres/interim_contributions_grap.jpg)[http://prisme.eu/Images\\_Site/Pix.gif](http://prisme.eu/Images_Site/Pix.gif)[http://prisme.eu/Images\\_Site/Pix.gif](http://prisme.eu/Images_Site/Pix.gif)[http://prisme.eu/Images\\_Site/Pix.gif](http://prisme.eu/Images_Site/Pix.gif)[http://prisme.eu/Images\\_Site/Pix.gif](http://prisme.eu/Images_Site/Pix.gif)[http://prisme.eu/Images\\_Site/Pix.gif](http://prisme.eu/Images_Site/Pix.gif)[http://prisme.eu/Images\\_Site/Pix.gif](http://prisme.eu/Images_Site/Pix.gif)

gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme.  
eu/Images\_Site/FlecheOrange. gif

## **6 700 temp work agency**

http://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/FlecheOrange. gif

## **576 080 temp workers**

http://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/FlecheOrange. gif

## **19, 8 billions Euro of Turnover**

http://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifhttp://prisme. eu/Images\_Site/Pix.  
gifhttp://prisme. eu/Images\_Site/Pix. gifFrance is the fourth in the world in  
Temp work before United states, Japan and united Kingdom.

## **Randstad group :**

### **Core activities**

Randstad specializes in solutions related to flexible work and human resource services. Besides regular staffing services for temporary and permanent jobs, as well as temporary and contract staffing of professionals and senior managers, Randstad also offers specialized HR Solutions and supplies dedicated on-site personnel management with its inhouse services.

### **Randstad's strategy**

#### **Services that meet market requirements**

Randstad has a limited number of service concepts, which respond to market requirements. See above under core activities.

#### **Standardized work processes**

With regard to its various service concepts, Randstad uses the 'best practices' method. This method standardizes and records an approach that has proved itself in the past through efficiency and good service provision. It can then be copied from country to country or from branch to branch, sometimes after first being adapted to the local situation. Randstad thus ensures that the company delivers the same quality and the same working method all over the world.

#### **Strong, well-known brand names**

According to Randstad, good, strong brand names ensure 'better price options' and good name recognition. With a good brand name, clients immediately know that it stands for a certain quality. Candidates are also

more likely to apply to a well-known brand than an unknown temporary staffing agency. 'Randstad' is the most important brand. In some countries, 'Tempo-Team' has been launched as a second brand. In order to increase its name recognition, Randstad has become a sponsor of the British Formula 1 team AT&T Williams F1 .

## **History**

### **1960-1970: The company's launch**

### **1990-2000: internationalization**

On 1 April 1992, Randstad acquired the Dutch temporary staffing agency Flex, which also had branches in Belgium and France, for instance. In the Netherlands, Werknet was acquired and integrated in Tempo-Team.

## **Vedior**

On Monday 3 December 2007, Randstad and temporary staffing organization Vedior announced their merger. Randstad had been eyeing Vedior for some time. The takeover moved both companies up to number two in the world (after Adecco). Moreover, Vedior operated in strategic markets in which Randstad had not made much progress so far, such as Japan and Brazil. There were differences too: Vedior had a decentralized structure, while Randstad was more centrally managed; Randstad concentrated on one strong brand, whereas Vedior juggled 125 brands. Yet the former competitors were ultimately successfully merged to form one and the same company.



## **50 years Randstad in 2010**

In 2010, Randstad celebrated its fiftieth anniversary, marked by the publication of the book 'Randstad Mensenwerk' compiled by Professor Fred Emmer, professor emeritus at Leiden University. This book was internally distributed within Randstad under the title 'Working on a dream'.

### **My agency :**

Localisation : 26 rue du Général de Gaulle 35360 Montauban de Bretagne.

Activity : We are specialized in industry but we can also provide temp workers in others sector in our area under 30K€/Year wages. Number : 4 : 2 permanent, One person on 1/3 time, and me. Opening hours : From Monday to Thursday : 14h/18H , On Friday : 8h30/12h30 and 14h/18h

### **Organisation :**

#### **Temp work context :**

Temp work access and workers behavior had changed, in 2012, the temp work perception is not the same in workers minds. 30% of questions worker were students before access to temp work. In tough economic times have to turn to temp work to enter in the labour market. For 62% of temp worker, it's just a waiting solution but 19% talk about a way of life they chose. 67% of temps worker who a long term contract had been propose accept it. It's also a solution for people who are far from the labour market and want to come back and work. But this tough economic times make people less confident into long term contract and only 12% of job-seeker and 23% of students are optimist about the situation of labour market in France. It impact the efficiency of temp work agency to find them a long term contract (only 49%

of job-seeker think that temp work agency can provide them a long term contract)On year after their temp work mission, only 22% of temp workers will stay in the company they work for in a long term contract.

### **What about what people think about temp work company ?**

- On year after their first contract, 45% of temp workers are still temp workers.- 90% of temp workers have a good opinion about temp work.- 93% would advice to others to try temp work- 91% think that it's useful to provide people work experience and 83% to find a job.

### **What does companies needs Temp Work companies ?**

- To estimates knowledges- To target their needs- To answer their needsWe talk about HR services and basics services are the following ones :- to select people- to respect their needs- to make contract- to integrate the temp worker- to follow him- to train himNowadays, to stay competitive, we have to improve our existing services and to provide new ones.

### **Our market :**

### **Commercial relationship phases :**

4 periodes :

## **Prospection and negotiation**

### **Starting phase**

### **maturity phase**

### **evolution phase**

For a study from Why consulting agency, 72% of the end of relationships in B to B is because of a bad relation. To avoid it the basics of a relation must be followed :

- 1 - Listen to your customer
- 2 - Offer facilities
- 3 - Anticipate their needs
- 4 - Humility
- 5 - Conviviality
- 6 - Stay aware and active
- 7 - Flexibility

When the customer is very demanding and put you in competition with your competitors you must keep the relation and provide value. In this tough economic times, our strategy won't be to have new customer but to keep ours and provide hem solutions to stay competitive and keep them loyal.

### **SWOT Analysis :**

**Forces :** Group Weight, international Group. Spécialized agency. Our agency is at maturity

**Weaknesses :** The area is not very attractive for workers  
Hard to get visibility  
Hard to make temp workers and companies loyal. Less qualified workers

**Opportunities :** Long term contract market development  
Partnership with training center  
Opportunities to gain more Market shares with our demanding customers

### **Threats :**

A lots of competitor  
stough economic times for labour

market  
PEST  
Opportunities  
Threats  
Political  
Flexible tools + Rules

standardization  
Taxes + Labour costs  
Economic  
Flexibility + crisis  
Margins +

Demand + Barrier Sociological Perception + reserve Offline + Other +  
Retention Technological Internet + Social Media Shared CV's + Ethics First part:  
Accurate Company presentation/ activity; structure. Context of the market/  
state of the market / Prospect (perspectives) of the market PESTLE supply and  
demand 5 forces of PORTER Matrix/ target customer SWOT Core question I  
opted for/ Why this choice? Second part: Context / problematique The  
strategy contemplated/ expected outcomes: Strategy implemented /  
different actions/ Gantt Solutions/ / Tools// What worked/ doesn't work /the  
prospect. Recommendation Third part: Professional and personal assessment:  
What did the company bring me/ what did I bring to the company (+ and  
-) Why was I hired by the company, why was I expecting from my coach  
training, satisfactions and regrets. Career prospect/ Conclusion