

# Michelin Case Study

Michelin uses Arkadin remote collaboration solutions to improve employee performance



## Customer:

Michelin Group

## Region:

Global

## Members:

100,000+

## Arkadin Products:



ArkadinAnytime™



ArkadinAnywhere™

## Key Benefits :

- Promotes communication and collaboration initiatives
- Single virtual meeting environment for customers, prospects, suppliers and employees, through the "Hello!" platform
- Reduces operating costs
- Supports environmental initiatives to reduce carbon footprint
- Reduces employee travel and associated costs
- Reliable, local-language assistance and support
- Enables individual and corporate efficiency and performance
- Extensive user training and support



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Jean-Paul Bouchon, European chief Technology Officer at Michelin



## Overview:

The Michelin Group manufactures vehicle tires, publishes maps and guides and operates a number of digital services in more than 170 countries. In 2009, Michelin produced 150 million tires and 10 million maps and guides from its 72 production facilities across 19 countries.

Michelin has been an Arkadin customer since 2002 and today over 4,300 employees across 26 countries use Arkadin Anytime and Arkadin Anywhere. In particular, Arkadin audio conferencing helps Michelin to increase responsiveness and speeding up decision-making – as part of its corporate commitment to maintaining its technological leadership.

Jean-Paul Bouchon, European Chief Technology Officer at Michelin says: "Arkadin is an integral and integrated element of our communications strategy and our employees use the solutions regularly as part of Michelin's collaborative workspace Hello!"

## A Successful Partnership

The foundations of the relationship between Michelin and Arkadin lie with Michelin's aim to strengthen its competitive offering, while expanding into new growth areas. Michelin places its employees at the heart of this strategy and is continually evaluating how to better promote internal collaboration as a way to achieving its goals.

Although Michelin has always had a platform for remote collaboration known as 'Hello!' in place, it was only in 2009 that Arkadin audio and web conferencing solutions were incorporated within the platform to provide an easy to use and professional channel of communication. Initially restricted to Michelin's European businesses and subsidiaries, the Arkadin service was deployed globally in 2008 and an average of 10,000 meetings take place each month between employees, partners, customers and prospects based around the world.

Jean-Paul Bouchon says: "We strongly encourage both internal and external use of these services and it is pleasing to see a steady increase in the use of Arkadin solutions each month. We no longer perceive Arkadin as a service provider; they have become more of a partner, as both their technology and their people become more tightly integrated within the Michelin organization."

The Arkadin service is a key differentiator for Michelin. Regular communication and constant monitoring of the service has helped to drive a positive opinion of the service from users and management alike. The relationship between the two organizations has evolved as Arkadin has proven it not only offers a quality service but is prepared to work closely with Michelin to support its requirements.

For instance, Arkadin invested heavily in 'Hello! Week', a Michelin-led event around the deployment of 'Hello!', designed to introduce the benefits of the collaborative platform to employees. Arkadin worked with Michelin to create communication materials and training programs to educate employees on the Arkadin solutions and features.

### **Driving Team Performance**

As employee numbers using the Arkadin conferencing service grow, Jean-Paul Bouchon is seeing an increase in both company-wide and individual benefits: "Arkadin's tools delivers benefits that enhance individual and collective efficiency and help us better control operating costs, which fits firmly within our policy objectives for good business," confirms Bouchon.

Like many global businesses, it can be difficult to connect and co-ordinate people who are geographically dispersed in different time zones. Having employees travel in-person to meetings is both expensive and is not supportive of Michelin's environmental goals to reduce travel costs and the associated impact. Arkadin provides a secure, remote meeting environment that employees can access through a phone line and internet connection.

"Arkadin's conferencing solutions enable Michelin to make remote meetings more productive and efficient. By reducing the time our employees have to spend travelling we can support their individual performance and promote more frequent and productive collaboration around projects. These virtual meeting also support the share of best practice and foster creativity and responsiveness," explains Jean-Paul Bouchon.



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### **Promoting Individual Performance**

Michelin prides itself on being a responsible employer and is committed to the personal growth and development of its employees. Arkadin Anytime enables Michelin to support these strategic priorities by offering greater flexibility and mobility that helps employees to better balance their work and personal lives.

In addition, Arkadin's hands-on support and management of the service through dedicated account managers and local language operator assistance ensures that users can quickly resolve any technical issues they might have. "This level of service is an important differentiator" says Jean-Paul Bouchon. "We not only have a timely and reliable conferencing service but the reassurance that wherever and whenever our users access the service, there can get the assistance they require in language and in real-time, to resolve whatever issue they might have."

Although some in-person meetings are still required, implementing Arkadin's audio and web conferencing solutions has helped Michelin to introduce a policy that promotes conferencing as the tool for meetings with more than three people. This has had a positive impact in terms of reducing costs around travel and accommodation, and resonates well with Michelin's performance and accountability metrics as part of its environmental initiatives.

"As a manufacturing organization, we are committed to our environmental responsibilities," affirms Jean-Paul Bouchon. "This extends across the whole business, from our factories where we are developing products that reduce impact on the environment, to our people. Internally, if our employees travel less, they can lower their carbon footprint by using less taxis, planes and cars, which is important. Arkadin is an integral element of this strategic objective, supporting our people, our business and our environmental initiatives," concludes Bouchon.

### **About Arkadin**

Arkadin is a global provider of high-quality conferencing services, specializing in audio and web conferencing. Arkadin was founded in 2001, and with a focused entrepreneurial spirit, has achieved remarkable growth and success in a heavily commoditized market. Arkadin activity provides business to business services.