

In top gear

Arkadin Case Study



Since 2003, Arkadin has supported Renault Nissan in deploying audio conferencing solutions around the world

"Arkadin is playing an integral part in our worldwide expansion. They are tailoring their audio conferencing service for each new country we launch into, ensuring the quality remains consistently high."

Dominique Junck, IT purchasing manager, Renault Nissan Purchasing Organisation

Customer

Renault Nissan Group

Region

Worldwide

Employees

121,000 in 120 countries

Arkadin products



ArkadinAnytime™



ArkadinEvent™

Main advantages

- A single outsourced telephone conferencing service.
- A product range suited to both scheduled conferences and urgent situations or group events.
- Local presence to support subsidiaries in 25 countries.
- Real-time assistance provided by Arkadin Customer Service operators.
- Over 10,000 active users per month.



Overview

Renault Nissan is the third largest automaker in the world and the leader in electric car development. Headquartered in Boulogne-Billancourt, they have over 120,000 workers globally and an annual revenue of €38 billion.

Their partnership with Arkadin began almost a decade ago and has strengthened year upon year, thanks to mutual professionalism and continuous international growth.

From France to the whole world

In 2003, Renault France were searching for a new global audio conferencing provider.

They chose to partner with Arkadin and as a result introduced ArkadinAnytime to the company. As soon as it was implemented, the solution began to meet the expectations of the Renault conferencing users, with hundreds of thousands of minutes of communication soon being generated every month. The simplicity and effectiveness of the tool helped drive the successful teamwork of Renault as an organisation.

Starting in France, the network of audio services deployment soon expanded to North America (Nissan USA and Canada) in 2004, then to Nissan Europe in 2005, Renault Europe in 2006, Renault India in 2008 and Nissan Japan in 2009.

"Arkadin's local country support teams meant that we could adopt the services quickly and easily, as their teams could speak the same language as our employees and could understand their culture," states Dominique Junck, IT and Engineering Purchasing Manager at Renault Nissan.

"Over 10,000 people in Renault Group worldwide organise audio conferences every month".

Dominique Junck, IT and Engineering Purchasing Manager, Renault Nissan

Renault put their faith in Arkadin to roll out their international contracts based on four key criteria:

- Commitment to service level agreements
- Cost-performance ratio
- Ability to provide timely service deployment and support to Renault Nissan employees
- Availability of a dedicated, expert team capable of creating and managing a global plan

Constant growth

With the contract awarded to Arkadin, a rapid two-month deployment began. Within the first few weeks, 4000 Japan-based Nissan employees had adopted ArkadinAnytime.

As well as ArkadinAnytime, Renault France, Nissan Japan and Nissan NA also use Arkadin's Event services for making announcements of such things as financial results.

Renault Nissan currently benefits from a high standard of audio conferencing service in 25 countries across five continents. This means that their workforce is readily available and that costs are significantly reduced. Each country manages and pays for the service on a monthly basis

Sustainable support

Arkadin's collaboration services continue to expand, in keeping with the structure of an organisation such as the Renault Nissan Group.

"Since 2003, we have been in direct contact with Directors, Account Managers and Engineers at Arkadin. They have provided totally committed, flawless assistance and always respond rapidly in the event of an incident", highlights Dominique Junck.

"In addition, their teams show noticeable stability. All this contributes to an invaluable mutual understanding and allows us to achieve high quality of service. This is why we have decided to share our technical and commercial roadmaps

with Arkadin – so that we can work together to understand where it would make most sense to deploy the next international arm of our conferencing services".

Transparency creates confidence

As the one responsible for heading up the global deployment of conferencing services for Renault Nissan, Dominique Junck is in constant contact with each relevant international Arkadin office.

Worldwide, the Renault Nissan Telecommunications Team interacts with Arkadin's technical and commercial teams on a regular basis – about a dozen people in all.

Whenever a new country is added to the mix, it is a very straightforward, well-rehearsed procedure, requiring no specific telecommunications infrastructure or redefinition of the contract.

"Arkadin acts with the utmost transparency, which is reassuring and encouraging for us", states Dominique. *"We trust them implicitly and can appreciate a decision to delay the service launch into a new country until they are certain they can provide the same high quality of service as for other countries. This was the case recently with our deployment in Brazil".*

By forging a relationship over time, both Arkadin and Renault Nissan have created a partnership based on confidence and quality of service and the thousands of conferencing users at Renault Nissan around the world have benefited from this. A tangible sign of the success of this long term partnership is the ten-fold increase in monthly volume of communications since the inception of the first conferencing solutions in 2003.

As a result, Renault Nissan has been able to get the very most from their remote collaboration tools, at the same time controlling the various associated costs.

