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EDITORIAL : MANAGING THE SERVICE
AS AN AID TO GROWTH

ADDED VALUE INTERFACE

INTERVIEW CHRISTOF BOEHM,
DIRECTOR SERVICE & QUALITY
COORDINATION, NEC DISPLAY
SOLUTIONS EUROPE

PRESERVE THE ENVIRONMENT



MANAGING THE SERVICE AS AN AID TO GROWTH

Hello,

Service integration under one single roof, network of European partners, support and assistance to users, technical knowledge, guarantee of quality, logistics co-ordination are the foundations of NSE's positioning as a service provider 'with added value'

More than ever the 'service' should be an opportunity that contributes to increase sales and establish the best image of a product. The service is part of a customer/product offer; it is a plus for the user and a genuine investment. In short, the service is a real leverage of growth.

For the end user, our customer's customer, the benefits of a service with added value are:

- ▶ A personal and competent reception in his own language,
- ▶ The guarantee of getting a good service without surprises,
- ▶ Respect of deadlines and quality commitments,
- ▶ Assistance during the whole lifespan of the product.

The user will associate the image of the product with the service he received.

For our customers added value comes from:

- ▶ A single interface,
- ▶ European cover including all the aspects of technology and services,
- ▶ A wide flexibility to adapt the service to the particularities and customs of each country,
- ▶ A unique service for the management of product and parts exchange,
- ▶ A permanent feedback which allows us to take preventive actions as often as possible.

For NSE Services our added value is working with our customers to follow up on projects and collaboration on:

- ▶ Smooth running of procedures,
- ▶ Having the necessary means to take action,
- ▶ Respecting our commitments to keep costs down.

This means being available for the needs of the user. It means making suggestions and finding innovative solutions for our customers and making the service into a collective aid to growth.

Our presentation on the added value interface and the interviews with our new partners confirm our determination in this matter.

Best regards.



Christian BLONDEL
Business development director
cblondel@nse-groupe.com



Staff NSE 15 nationalities

«Added Value Interface »

A user's loyalty to a brand comes not only from the quality of the product he or she has bought but also from the care and attention given to requests for support. The first link in NSE's added value service chain is the quality of the initial contact and the efficiency in the management of requests made by users, our clients' customers. Thoroughly attuned to end users' culture, the 140 agents at NSE Service's Multilingual Client Support Centre offer assistance and support in **11 European languages** (French, English, German, Spanish, Italian, Portuguese, Dutch, Danish, Norwegian, Swedish and Finnish) in addition to the Central European languages covered by NSE's Hungarian subsidiary located near Budapest.

NSE Services currently manages more than **65 000 incoming** calls and its technological infrastructure enables this number to be increased to 150 000.

NSE Services has spent more than 10 years developing, within its "**One Roof Concept**", its competence in customer relations management and the guidance and coordination of customer-supplier relations:

- ▶ call centre and follow-up of customer requests,
- ▶ technical support,
- ▶ assistance for users,
- ▶ guarantee management,
- ▶ management of commercial transactions (purchasing, planning, customer portfolio, sales administration etc).

NSE Services provides an added value interface service on behalf of its clients, which contributes to end user satisfaction. This is an essential condition which helps to develop market share in an extremely competitive sector.

Nathalie Causeur
Customer Support Centre Manager
www.nse-groupe.com



NEC Display Solutions

NEC Display Solutions benefits from the technological know-how and the technologies of the NEC Corporation and, with its own Research and Development, is one of the world's leading manufacturers offering the widest product range of display solutions in the market. The display product portfolio ranges from entry-level to professional and speciality desktop LCDs via large-size Public Displays for Digital and Retail Signage (LCD and Plasma technology) to Plasma displays for home cinema applications. The Projector range offers products for all needs, from portable via business projectors to products for permanent operation as for PoS applications and digital cinema projectors.



NEC AccuSync LCD24WMCX (24" wide Entry-Level, Video Line-In, glossy, Gaming & Multimedia)

What is your new Business area of NEC Display

Effective as of April 1, 2007, NEC Corporation, NEC Viewtechnology, Ltd. and NEC Display Solutions, Ltd. agreed to merge the display monitor business of NEC Display Solutions and the projector business of NEC Viewtechnology as well as the Plasma business into a new total display solutions company. The new company - a 100% subsidiary of NEC Corporation - is operating under the name NEC Display Solutions, Ltd. and has its headquarters in Tokyo, Japan. NEC Display Solutions Europe GmbH has its European headquarters in Munich, Germany, and is responsible for all business activities in EMEA, divided into the four sales regions Northern Europe, Western and Southern Europe, Central Europe, Eastern and South-East Europe with Middle East/Africa.

What are you prospecting on the French and south Europe market?

The sales regions France and as well the south Europe market is headed by Michel Jacob, Executive Director, Division Display Solutions NEC France SAS for France, Spain and Italy. We want to strengthen our position in these regions and especially in the projector business we're looking forward to defend our top ranking position. Of course the good corporation with NSE will help us – a good service provider is an essential requirement for customer satisfaction and though for our companies success.

What are your reasons to have chosen NSE SERVICES?

NSE passed our highly demanding Scorecard Tests so we started the corporation for our LCD monitors from August 2003 onwards in the regions Italy and Spain. In 2004 we expanded the NSE service to the sales region France. Since 2007 NSE takes care of our highly sophisticated Medical displays – a real challenge. We're looking forward to go on with NSE as our South-European service provider.



**CHRISTOF BOEHM, DIRECTOR SERVICE & QUALITY COORDINATION,
NEC DISPLAY SOLUTIONS EUROPE**
Christof.Boehm@nec-displays.com

Christian BLONDEL
Business Development Director
cblondel@nse-groupe.com



PLEDGE OF QUALITY

NSE Services sites are certified by l'AFAQ under reference
QUAL/2003/19690.
Certification **ISO 9001** and **ISO 14001.**

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suppression of the data which concern you (Article 34 - Law
"Informatique Et Libertes" January 6, 1978).*

« Implement tangible actions to preserve our environment »

This aim is in NSE's Quality, Security and Environment policy, written on 2 January 2007

For several years, NSE Services has developed an environmental management system. This system is recognised as being in conformity with the ISO 14001 : 2004 quality standard by the AFAQ since 2005.

This environmental process is based on tangible actions such as :

- ▶ Sorting of waste,
- ▶ Recycling and development,
- ▶ Economising energy.

Each employee is made aware of this and participates in reaching the environmental objectives of the company through simple and efficient daily gestures in order to :

- ▶ Develop car sharing and prefer public transport,
- ▶ Sort and re-use printing paper,
- ▶ Close windows and doors to avoid loss of heat etc,
- ▶ Turn off equipment that is not in use.

This process is part of a policy of lasting development and cost reduction for the company.

It also means we are taking action for the environment. NSE Services is developing in an open world, we must be an example and contribute to the improvement of the environment, for everyone's well being.

Laurent Favier

Quality Insurance Manager

lfavier@nse-groupe.com