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BEKO

RENEWAL OF CERTIFICATION ISO 9001  
AND ISO 14001

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LIGHT THE WAY TOGETHER

Hello

The theme of our greetings card for 2009 is based on the idea of a common vision. In these troubled economic times, this is more important than ever.

We continually listen to our clients, our markets, their evolution and their expectations.

Our objectives for 2009 are clear. In particular:

**“To contribute to the satisfaction of the end-users of our order providers”**

It is the strategy of NSE Services to conceive, sell and maintain support services in the international IT, electronics and telecommunication industries.

These services comprise user support, logistics and repairs.

We remain in step with the evolution of our markets: reverse logistics, ultra mobile PCs, image convergence, multifunctional terminals and levels of support where needed, including user support. All NSE teams are ready to light the way together with our clients. You may be assured of our commitment.

My wish for 2009 is for a fairer and more enlightened organization for all.

Thanks you for your confidence.

Best wishes



EUROPEAN SERVICES INTEGRATOR

# BEKO

F R A N C E



**Michel HADDAD**  
Commercial Director

Since 2004, BEKO France and NSE Services have been in partnership for warranty support regarding the TV range in France.

Today BEKO and NSE are giving a new impetus to their partnership at the moment when BEKO is reinforcing its sales strategy under its own brand name. Commercial Director Michel Haddad has welcomed our questions



**BEKO Products**

► **NSE : what function have BEKO in the Arçelik Group ?**

M. H.: The Turkish holding company Koç, amongst the top 200 world-wide groups, is involved in various spheres of activity.

Durable Goods (the production and distribution of domestic electrical appliances and televisions), based in the Arçelik Group at the heart of Koç Holdings, is 50th.

This represents 12% of total turnover and places it 3rd amongst European manufacturers.

BEKO is the generic brand “Brun/Blanc” of the Group, used for international development.

The other brands in the Group are Grundig, Leisure, Blomberg, Altus and Ardem

► **NSE : What are the size and strategy of Brun in your activities ?**

M. H.: BEKO France achieved a turnover of 151M€ in 2008, 20% of which being Brun products.

These activities are on-going and it is our objective to continue this trend by increasing the distribution of our products, principally the 15” to 42” LCD TVs.

Centering on design for the smaller screen sizes and price for the larger models, our product marketing combines technical quality and strategic pricing.

► **NSE : What do you expect from your service partner ?**

M. H.: Effectively, we've been working with NSE for 4 years now. We expect professionalism and reactivity in a market that is constantly evolving.

Communication in the partnership is decisive in order that the service will be a tool of growth whilst remaining competitive with regard to market demands.

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**Michel HADDAD - BEKO**  
Commercial Manager



## 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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"Informatique Et Libertes" January 6, 1978).*

We are happy to announce the renewal of “certification QE (Quality/Environment)” for our organization in accordance with ISO 9001: 2000 et ISO 14001: 2004. The results are positive, since no remarks or non-compliance have been registered.

This certification concerns our activities in the areas of sales and customer services, including client interface, logistics and repairs, necessary in support of the warranties of IT and electronic products.

The audit took place between the 1st and 5th December 2008 at our main site at Abrest (near Vichy). The principal objective was to verify conformity as well as the consistency and effectiveness of our management system.

The auditor noted several points that demonstrate the effectiveness of our system including:

- ▶ our methods of analysis, communication and realization of our objectives
- ▶ The utility of our commercial offers.
- ▶ The annual review with each of our staff as a channel for dialogue and evaluation
- ▶ The analysis and full exploitation of our operational potential in cooperation with our clients
- ▶ The regular monitoring and maintenance of equipment and buildings
- ▶ The realization of objectives by means of process reviews
- ▶ Site audits, by building, with regard to security and ecology.

This success is due to the whole NSE workforce contributing all year round to achieve customer satisfaction through our system of management.

We are, of course, renewing this commitment for the coming year in order to maintain and improve our “customer orientated” efficiency with the following four objectives for 2009:

- ▶ Improve our results: specifically, to increase our diversification, number of customers and user support.
- ▶ Contribute to the satisfaction of the end-users of our order providers
- ▶ Minimize the environmental impact of our activities.
- ▶ Satisfy our staff in their working environment.

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