

# Outsourcing – a way to develop an organizations non-core activities



Partnerforum, October 29, 2014



# Our customers' support functions are our core business

## The Nordic service management leader



+7,000 employees, sales of ~8 BSEK

## The market's broadest offering



Delivering more than 100 different services

## Well-known customers



Examples of customers in Norway

## Coor Norway

- Doubling in size during 2014. We are now at rate of 2 BSEK in sales with 1,200 dedicated service employees
- Country wide coverage

# Why are businesses choosing to outsource support functions?



- 64%** Opportunity to focus on core business
- 52%** Cost saving for their company
- 44%** Improved quality and service
- 39%** Easier to implement necessary changes
- 33%** Fixed costs become more flexible
- 30%** Consistent working method
- 29%** Better prospects for employees in the segment to develop

Source: Demoskop/coor. Percentages are the share that responded 'completely' or 'very' decisive.

# Our success factors – how we make it happen

**Customer adaptations**



**Continuous improvement & innovation**



**Service focus**



**Cost-efficiency**

*Our service provision supports our customers' core business optimally through four clear focus segments—in every respect. It's what we call service with IQ.*

# Innovation delivered

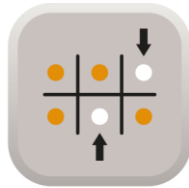
*Coor drives innovation by introducing new concepts that address customer needs and create sustainable change.*

## Coor Smart solutions

*These concepts enable us to deliver leading-edge service solutions that simplify working life.*



Coor SmartResponse™



Coor SmartUtilization™



Coor SmartFlow™



Coor SmartID™

## Coor Green Services

*A tool that evaluates the environmental impact of services used on site.*



Coor Green Services

# Service is not only what you deliver, it is just as important how you deliver

- **Coor Service School** for all employees
- **Star Class Service** for all employees

*This kind of training is seldom available/prioritized in businesses where service is managed in-house.*

- **Coor Business School** for all managers
- **Coor Management Program** for high potentials

*Combining customer adaptation, skills, focus and innovation with true training in service makes outsourcing a “win-win-win”*

