

## HELPLINE launches myConnectedCompany®

A first service offer accompanies this launch: myConnectedLounge®, an innovative digital space concept dedicated to the consulting and user experience within the company.

Nanterre - June 22<sup>nd</sup> 2017 - HELPLINE, European leader in user experience, announces the launch of myConnectedCompany®, an entity dedicated to innovation and to the creation of new digital services.

Both Think-Tank and Explorer Zone, myConnectedCompany®'s mission is to develop innovative digital services designed to enhance user experience and to enable company employees to face the challenges of the digital world.

### myConnectedLounge®: the first new generation multifunctional digital space dedicated to users

Users are increasingly influenced by the daily evolution of digital trends. Therefore, the experience they hope for must be constantly at the forefront of technology, always adapting to ensure their satisfaction. In the age of the multichannel, the visit of a user support space has to become a real experience and a privileged point of contact with the IT Department. Since user assistance mainly occurs via telephone, it is important that physical meeting points stand out by offering new experiences.



myConnectedLounge® is an innovative response to these needs and to the digital transformation of companies.

A resolutely innovative multifunctional digital space, myConnectedLounge® combines a videoconferencing support solution with a connected rack system, remotely controlled by highly qualified technicians and customer relation professionals.

myConnectedLounge® provides personalized advice and support for company employees, as well as the ability to immediately distribute materials or tools in an innovative way without time constraints. myConnectedLounge® takes the form of a connected cabin of only 2 m<sup>2</sup> (photo) which can be easily installed in various strategic locations of the company.

The applications of myConnectedLounge® are unlimited (reception of new employees, deployment of new tools, technical assistance...) and the solution is addressed to the IT Departments, HR Departments as well as to the Internal Training Departments.

*"Given the challenges faced by users in the digital world, the experience offered to them must meet their exact needs, requirements and desires. Like the transformation of customer relations in the consumer world, it is now essential to reinvent support and to offer company employees a unique and differentiating experience"* comments Jérôme Lehmann, HELPLINE Deputy General Manager and founder of myConnectedCompany. *"MyConnectedCompany meets this objective and need by providing new services that will progressively expand and grow. In the age of chatbots, of artificial intelligence and of customer relation automation, this first offer myConnectedLounge proposes an approach to human and personalized support, ensuring comfort and performance for each company employee. In is no longer a simple space where users come to find solutions to their problems. It is a space of advice, providing user experience".*

myConnectedLounge® is part of myConnectedDigitalSpace®, one of the myConnectedCompany® service package lines.

Through its service package, myConnectedCompany® aims to transform and re-humanize the user experience in order to make it more effective, unique and differentiating. *"myConnectedCompany® is a service package that will continuously be enriched and developed. Many services and applications will be launched very soon in order to offer an ever more innovative and unique user experience"*, concludes Jérôme Lehmann.

## About the HELPLINE Group

The HELPLINE group fosters the digital transformation of organizations and provides outsourcing solutions and expertise to the IT and business departments of French and international companies. Resolutely oriented towards the quality of service provided, the group is known for deploying innovations that guarantee its customers the best level of performance. Having 200 clients, 50% of them being CAC 40 companies, HELPLINE has proven steady growth since its foundation, in 1994. The HELPLINE group reached a turnover of 135 million € in 2016.

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