

## Facts and trivia about GoExcellent AB

Updated 20-08-2009

GoExcellent AB was founded in 2000 (under the name of Excellent AB), since when it has become established as one of the three leading call centre companies in the Nordic region.

Following a period as a business area within the Aditro Group, in June 2009 the original troika of owners returned to the company, which is now being relaunched as GoExcellent AB.

They believe that the company has outstanding commercial potential. There is a strong trend towards more and more companies outsourcing their customer service functions to an external party, while at the same time they are refining the call centre concept to create something known as a *customer centre*. Instead of just “picking up the phone when it rings”, they are assuming a very definite proactive role. Service is becoming an increasingly important competitive advantage in a world where the products and services on offer are increasingly homogenous.

For GoExcellent’s customers, this means up to 30 per cent lower costs, which can be reinvested in business development and improved quality in customer contacts. This in turn reinforces competitive strength, with more satisfied customers and realisation of the potential for extra sales that the customer base represents.

With around 20 million customer contacts a year, operations at 12 sites and 3,000 employees on the payroll, they are the Nordic region’s biggest employer of young people under the age of 26, and in many locations they are among the biggest private sector employers.

GoExcellent bases its operations on professional, personal service combined with leading technical solutions and advanced analyses.

For end customers, the improved level of service means better contact quality, a pleasant encounter, freedom to choose communication channel and, above all, saved time.

One of the people behind the company is co-owner Arne Weinz, a pioneer and a well-known figure in the call centre industry.

The head office is in Solna outside Stockholm, and there are call centres in locations such as Kalmar, Piteå, Östersund, Copenhagen, Oslo and Helsinki, each with around 200-300 workplaces. GoExcellent is also established in Belgium and the Netherlands, primarily as a staffing company.

**MD:** Lars Nilsson.  
**Number of employees:** 3,000.  
**Turnover:** 95 million euros.  
**Number of customer contacts a year:** 20 million.  
**Number of sites:** 13 locations.  
**Motto:** For companies that know that customer service is a critical success factor.

## **Market and customers**

At present around 85% of Nordic companies take care of their own customer service, while 15% have chosen to outsource this function. Guided by trends in the USA and Europe, the Nordic market expects to see very rapid growth, as a consequence of the realisation that many companies are losing more customers through poor experiences of customer service than they are attracting through their marketing. GoExcellent's customers include companies such as Canal Digital, DNA, Fortum, Gigantti, PlusTV and Telia.

## **The employees' perspective**

GoExcellent establishes its sites primarily in university cities and other places where there is plenty of access to a young workforce. This not only provides work for young people, it also represents a place of learning that for many offers a first move into the labour market, with financing for studies and valuable work experience ahead of their future career. The opportunity of being the manager of a group of around 20 employees at the age of only 23-24 has made many people attractive on the labour market, and there are examples of people at the age of thirty being responsible for more than 100 people.

## **Market**

Outsourcing of customer services, and in particular the view of customer service as a tool to drive business, is in its infancy in Sweden, and is presaged not least in the rapid development in the USA, which is at least five years ahead. At the same time consumers are becoming increasingly service-conscious, and the quality of customer contacts will be one of the prime competitive factors for many companies. This is in tune with the trend to outsource more and more business processes to external partners, to facilitate an increased focus on the core business. At the same time, many recognise an opportunity to offer their customer base totally new products and services, examples of which include ICA and IKEA with their banking and insurance services.

## **Interesting facts**

- GoExcellent is one of the biggest private sector employers in Piteå and Östersund.
- In 2008 the telecoms operator DNA, on whose behalf GoExcellent runs their customer service, was recognised by the research company Taloustuksimus, to Finland's best customer service in the telecoms sector.
- Telekomoperatören DNA, för vars räkning GoExcellent hanterar kundtjänst, utsågs 2008 av undersökningsföretaget Taloustuksimus till Finlands bästa kundtjänst i telekomsektorn.
- With 3,000 employees, most under the age of 26, the company is one of the biggest employers of young people in the Nordic region.
- According to the analytical company Datamonitor, the call centre industry accounts for no less than 30 per cent net of all new jobs in Europe over the past three years. At present about one million people are employed in European call centres.

- Studies show that within one year two out of every three consumers will be so unhappy with customer service at their suppliers that they will choose to change supplier. In other words, you must have high ambitions for the quality of customer service if you want to retain your customers.
- Arne Weinz, one of the main owners of the company, was involved in founding the company Datasvar back in 1991, and is generally recognised as a pioneer in the call center industry

### Senior executives

Lars Nilsson, MD, CEO

Per Vålvik, Director of Nordic Sales and Marketing

Lotta Kåberg, Nordic Marketing and Communication Manager

Timo Salmela, Finance Manager

Arne Weinz, co-owner, Acting Sales Manager (Sweden) until December 2009.

### Owners

Arne Weinz, Patrik Winqvist (Chairman of the Board) and Johan Holm – 60%.

Aditro Group – 35%

Lars Nilsson – 5%.

### Competitors

The main competitors are Transcom and Teleperformance, both global players. Besides its Nordic focus and visionary view of a proactive, income-generating customer service function, GoExcellent is characterised by more modern business and price models.

### History

Excellent AB was founded in 2000 as a newcomer to the call centre industry by Arne Weinz, Patrik Winqvist and Johan Holm. Having grown organically and through various acquisitions, in 2006 the company merged with Tradimus AB (document scanning, logistics, etc.).

Following another merger with Personec in 2007, Aditro Group AB was formed with Nordic Capital as owner. Aditro offered outsourcing services in the fields of finance, HR, document management, logistics and customer service. But it proved difficult to sell solutions across business area boundaries, and the synergies hoped for failed to materialise. In 2009 a decision was therefore made to separate the customer service operation to form the now independent company GoExcellent AB.

## Lars Nilsson

Lars Nilsson (born 1967), MD of GoExcellent, was recruited in 2008 by Aditro Group AB as head of the Customer Services business area. He has behind him a career at companies including Microsoft and Arthur



Andersen Business Consulting.

### **Further information**

For further information, please contact Lotta Kåberg, Marketing and Communication Manager, +46 705 10 22 15, [lotta.kaberg@goexcellent.com](mailto:lotta.kaberg@goexcellent.com)

Press releases, photo archive and updated background facts may be found at [www.goexcellent.com](http://www.goexcellent.com) Press and News.

### **Head office**

GoExcellent AB

Box 4006

S-169 04 Solna, Sweden

Phone: +46 8 5010 4000

Fax: +46 480-42 38 24

Visitors: Gustav III Boulevard 42, Solna

[www.goexcellent.com](http://www.goexcellent.com)

### **Denmark**

Nimbusparken 24

2000 Frederiksberg

Phone +45 8816 6616

Fax + 45 8818 6617

### **Norway**

Storgata 38

0182 Oslo

Phone +47 21 01 01 21

Fax +47 21 01 01 23

### **Finland**

Munkkiniemen Puistotie 25

00330 Helsinki

Phone +358 (0)9 4158 5000

Fax +358 (0)9 5840 0524