

Isabelle Eloir appointed Head of Client Relations Europe for Cortix

Isabelle Eloir joined Cortix at the start of 2008 as Head of Client Relations Europe. 15 years experience in marketing and client relations within major international businesses (Hertz France and Bouygues Telecom) have enabled her to develop working methods and a sense of service making it possible to meet clients' expectations as effectively as possible. Now in charge of around 30 people, Isabelle Eloir's main mission is to further strengthen the follow-up services offered for the 14,000 clients of Cortix, the internet site creation company, in Europe.

Client service: structure and missions further strengthened

Isabelle Eloir is heading up over 30 people focused entirely on client follow-up (handling mail, calls, emails and faxes) for France and other European countries. The goal is to deliver an increasingly effective response to clients' requests, primarily covering requests for changes (photos and texts) in order to increase their site's appeal. Isabelle Eloir and her staff are also supporting their clients with the management of their self-administration modules (e.g. photo library, news module, etc.).

Anticipating requirements and accompanying projects

More than "traditional" follow-up services, Isabelle Eloir wants to develop genuine support for her clients' projects. In this way, a new service is to be launched shortly: "proactive" follow-up, which involves taking stock of each element in the project, particularly when new clients are welcomed to Cortix. "For many of them, this is their first site and, unfortunately, in most cases, they do not personalize it with their photos or texts. As such, they do not stand out from their rivals, and this is exactly what their future clients are looking for on the internet!"

The new head of client relations for Europe wants to further develop her team's capabilities so that they are able to provide online communications advice. "Few clients know that it is far easier to remember the name of an internet site in an advert than a telephone number. With practical information like this, we can to provide more to our clients".

Cortix: key info

- French leader for internet site creation
- Founded: 1999
- Head office: Méridonac (33) – France
- Revenues: 14.5 million euros (2007)
- Group headcount: 534 employees
- Over 12,000 French clients to date
 - 800 new clients per month
 - 14 sales agencies in France