

## John Paul has been enchanting the customer experience for 15 years

John Paul, the BTB conciergerie and loyalty programme expert, is celebrating its fifteenth year in business. The French company, which now employs nearly 600 people worldwide, is a key player in premium concierge services, but also excels in building tailor-made relationship programmes and unforgettable events, thanks to its network and unique know-how. As a result, John Paul creates a strong and powerful bond between brands and their customers, ensuring natural loyalty. A review of a success story 100% made in France.

- Created in 2008
- 6 offices Europe et North America
- 600 collaborators
- 400 elite Concierges
- +35 loyalty programmes
- +10 000 partners

### French elegance at the service of businesses

Created in 2008, John Paul puts its passion and dedication to service to its customers through three ranges of customer retention and loyalty solutions: the provision of a premium concierge service, the conception of exclusive relationship programmes and the organisation of exceptional events adapted to the relevant targets.

To achieve this, the company deploys more than 400 elite Concierges, available 24/7, who adhere to a code of excellence. John Paul's headquarters, located in the heart of Paris, is home to more than a hundred passionate and committed men and women. Every day, John Paul Concierges around the world respond quickly, efficiently and with the pleasure of conveying an emotion to simple everyday requests (taxi, childcare, restaurant or bouquet of flowers) as well as to the most complex ones (organisation of a long trip to the end of the world, a large party for 100 people or the search for a rare object). These services are often offered on a white label basis, allowing companies to create a strong and intimate relationship with their best clients, who will be forever grateful for the support, inspiration and time-saving benefits.



*"Our philosophy is to accompany our clients so that they can create and offer moments of magic to their own clients. Since our creation fifteen years ago, our primary purpose has been to convey our culture of French excellence. Today, we can proudly declare that we are magicians of customer experience" states Olivier Larigaldie, CEO of John Paul.*

## A client relationship gem

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Directed since 2018 by Olivier Larigaldie, John Paul has been a wholly-owned subsidiary of Accor since 2016. The relationship between the French hotel giant and the customer relations gem consists of a win-win partnership: while Accor has been able to further diversify its service offering, John Paul benefits from the Group's support and connections, while retaining its independence.

*"Today we combine our expertise, strengths, and talents and can offer the best experience to all travellers before, during and after their stay" states Sébastien Bazin, Chairman and CEO of the Group and General Director of the Luxury & Lifestyle Division. He adds: "John Paul's teams know how to open the doors to the extraordinary all over the world. Serving guests at major international events, they bring a culture of service, a level of excellence, a chiselled personalization and a remarkable elegance to the relationship. We are very proud to count John Paul within the Group."*

For its 15th anniversary, John Paul is determined to maintain the same standard of excellence that has made the brand successful since its inception. Its compass remains the satisfaction rate of its Members and, de facto, of its customers. The number of requests filled is of little importance: only the quality of service will be valued and rewarded. Furthermore, faced with the emergence of artificial intelligence technologies in the sector, John Paul, which has been able to adapt by offering no less than 8 communication channels, including recently WhatsApp, makes it a point of honour to maintain the human element at the heart of its business. A particularity that allows the company to remain at the service of emotion, and thus to further differentiate itself from other players in its market.

## Major brands won over

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Many decision-makers praise John Paul's effectiveness in customer relations. Although the majority of its loyal clients, such as financial institutions or large luxury houses, are kept secret, some non-confidential clients are pleased with their collaboration. These include O Lifestyle, Mooncard, Hyundai Motor France and Parnasse, the 'made to measure' brand of Orange.

*"John Paul has a unique understanding of concierge excellence. This is at the heart of the personal service the company provides. Both John Paul and O Lifestyle strive to achieve this level of excellence: passion and the pursuit of the extraordinary drive our companies respectively." Alain Grange, CEO O Lifestyle.*

*"I am particularly pleased with the association between Mooncard and John Paul, whose know-how and expertise are widely recognized throughout Europe. Through this partnership, we have broadened the scope of our Mooncard Premium card offering and are providing an even richer experience for all our customers. Our common vision has enabled us to combine our strengths to facilitate the daily life of companies and their employees." Pierre-Yves Roizot, Managing Director of Mooncard.*

*"John Paul operates the Hyundai Privileges loyalty programme for us, which has been a true success with the 12,000 brand customers who have signed up since the launch in July 2022. We built Hyundai Privileges with John Paul with two goals in mind: to complement the Hyundai automotive experience with quality touch points through powerful experiences, and to provide a useful presence in everyday life with targeted offers."* Maxime Natan, Commercial Director of Hyundai Motor France.

*"From the very start, Parnasse, Orange's tailor-made brand, sought a partner to complete its offer with a concierge service. For 15 years now, we have been relying on John Paul, who meets our quality requirements on a daily basis and shares our DNA, which is based on excellence and humanity."* Niva Sintès, General Director of Parnasse.

## About John Paul

Founded in 2008 and a wholly-owned subsidiary of Accor, John Paul brings the French lifestyle elegance to the international market. Known for its premium concierge services, John Paul also stands out thanks to its digital marketing programmes and the exclusive tailor-made events it offers to the best clients of the brands that engage its services. John Paul can count on its 400 Concierges and 150 marketing, digital, editorial, and event experts to support its Members on a daily basis. A dynamic

force that relies on a market-leading CRM and on innovative and proprietary technologies, developed for the specific needs of its clients with PCI DSS level 1 certification.

## Press Contact

Caroline Kaye | VP Communication EMEA  
caroline.kaye@johnpaul.com

