The 5 values that define and motivate us
Values? Why?

Our values are what define us, what describe us. They are what differentiate us from other players on the market.

Our values represent our approach to life at work, the way we interact, the way we behave: the rules of our game. If the decision you make is in line with these values, it will be the right decision.

They are what bring us together. We are united behind these values that you embody.

For every recruitment, we make sure that the candidate also embodies these values.

I hope that you will be keen to spread them, proud to wear them.

Julien, iAdvize CEO.
5 years ago, in 2012, the first iAdvize seminar took place. Back then, there were only 15 of us. We got together and I asked this original team to brainstorm and define our values, our DNA. **9 values emerged.**

5 years ago, we went from 15 to 50, in less than 12 months. I wanted to be sure that our future talents would identify with these values. I also wanted to ensure that future employees had a tool that would help them make the right decisions. This is what would enable iAdvize to remain as horizontal as possible in its organisation.

**Now, in July 2016, there are nearly 200 of us. For me, it is essential that we question these values.**

The seminar in January 2016 was the beginning of this thought process. 6 months later, the work of a task force has resulted in the 5 values that are presented in this guide.
Hack the established

We have French roots, we love a little Revolution
In the summer of 2015, we had the « Summer Services »

Everyone had the chance to participate in the restructuration of the onboarding process, key performance indicators and the organisation of the team.

Ophélie, Customer Success Team

The first ‘sortons du cadre’ (‘let’s get outside the box’) in 2013 to enable the team to brainstorm together on tangible topics with clear objectives. This format and approach has since been duplicated across the entire company.

Anecdote: back in the day, a small team worked on the SFR case and suggested for the first time concepts such as routing, post-chat surveys, sending an SMS if a chat fails, visitor scoring, community chat... concepts that have now become part of what we do.”

Kilian, Customer Success VP

“In the design world, we are constantly trying to create new experiences, we cannot continue stubbornly using existing components, we have to adapt, improve, modify and question our work.”

Sébastien, R&D Team

“In the summer of 2015, we had the « Summer Services »

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Ophélie, Customer Success Team
A Task Force was set up with members of the Marketing, Human Resources and Research & Development teams to think about new ways to recruit the best tech candidates. 

Anne-Claire, HR Team

I created a Chrome extension so that clients could get a push notification when they received a new chat. This was such a success amongst our clients that it was integrated within the solution.

Geoffrey, Customer Success Team

I arrived early on in the history of iAdvize and throughout the years, we have often changed the way we work within the R&D team: agile methodology, blue and green teams, then each team had a project lead and most recently the Swarms. We are very critical about the way we are organised and if things don’t work out, we start over.

Marion, R&D Team

In our team, we have implemented a Labo. This enables us to suggest new projects so we continually innovate and open up new perspectives, in addition to our daily missions. Each member of the team can contribute their own personal touch to make the group more agile. We vote for the best idea and join forces to finalise the project in two weeks.

Chloé, Marketing Team
The positioning of iAdvize as a Conversational Commerce Platform is completely in phase with emerging market trends and this is confirmed with our partners such as Facebook and Twitter. This strengthens our vision and ability to position ourselves in line with future trends and innovations."

Michaël, Channel Team

The Sales Ship it Day in the footsteps of the R&D Ship it Day! It worked well with 86 meetings set up in 1 day. The idea is to reproduce the concept (frequency, principle etc...)"

Sébastien, Sales VP

I’ve been on the iAdvize Sales team for 3 years. I’ve witnessed the arrival of 4 new channels (nearly 6), more than 150 people, 5 moves within the office (3 floor changes), 6 changes of sales presentations, 3 business models, 2 CRMs, 2 billing softwares. I started out selling chat, then it was proactive and most recently, a conversational commerce to continuously improve our performance :)

Within the sales team, we hack the established everyday!"

Geoffrey, Sales Team
Design the unexpected

Achieve that wow effect

iAdvize
For the end of year festivities, we were looking for a good greetings video idea. We wanted to highlight the international side of the company with a fun concept. A group of us got together and brainstormed to help the creative team. We had fun and the result was great. We even found out that the video had been picked up on by the Language department of an American university.

Chloé, Marketing Team

“A client had told Daphné on the Sales team that he would get her a mojito when he signed the order form (she had been contacting him so often that he started feeling bad about not getting back to her). On the day the contract was signed, the barman from the bar next door came into the offices with the mojito!”

Sébastien, Sales VP

“Facebook At Work
We are a small startup from Nantes and yet, we have managed to set up partnerships with the giants, if that’s not unexpected!”

Johan, R&D Team
When I present iAdvize to partners or potential clients, the content of our presentations is really appreciated and this makes getting the right message and vision across so much easier. For example, I often get positive feedback on the quality of our presentations. It reflects iAdvize’s professionalism and is in line with our ambitions.

Michaël, Channel Team
“The fruits are a good example. We wanted to have fruit in the offices so we got together and combined our ‘cagnottes’ to make it possible. iAdvize then took on the costs so it could continue.”

Yves, R&D Team

Something that had a real impact for me was the arrival of Bringr at iAdvize. It was the event that sparked the revolution, a combination of solutions that represented the beginning of iAdvize’s tech era. A moving moment full of emotion that only those who were there can relate to.”

Tamara, Sales Team

“Every new person who starts working at iAdvize has their own onboarding programme! They have a ‘godmother’ or ‘godfather’ who contacts them before they arrive. Our aim is to make the onboarding process as easy as possible.”

Morgane, Office Team

“The seminars that are organised every year are always done so in complete secret. The place and programme are a total surprise for everyone.”

Sophie, HR Manager and Maxime, Marketing VP

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Sophie, HR Manager and Maxime, Marketing VP
Ship the unsinkable

Get great things done

© iAdvize
"To improve the way we test design, we’ve started setting up real prototypes, so we can test our solutions and approve them, much easier and more efficient than with mock-ups."

Sébastien, R&D Team

"WE ARE AT THE CENTER OF OUR SUCCESS
English and French lessons, games and activities to build capacity."

Camille, Office Team

"From the storyboard to the export, producing a video takes time! But you just have to be efficient when it comes to covering an event. You’re finalising the concept and preparing the equipment in the morning, filming at lunch, editing the afternoon and exporting at 6pm...

It’s a race against time and it’s really stimulating!
And it goes without saying but the final result must be perfect."

Timothée, Marketing Team
“Ship It Days!”
Kilian, CS VP

“One of the experiences that has most impacted me at iAdvize is the Ship it Day. Teams have 24 hours to focus on a specific project, deliver it and present it to the company. It starts out as an idea and gradually becomes something tangible thanks to the input and motivation of a team united by the same goal. It’s a great opportunity to work with colleagues in different departments, get to know them and that’s an enriching experience. It’s amazing how in a few hours, these useful and valuable projects are launched and that behind each project is the enthusiasm and originality of each team.”

Beatriz, Marketing Team - MADRID

“Giving a sales person in difficulty the support they need.”
Sébastien, Sales VP
We are always focused on our objective whether it be monthly or annual. In parallel with our daily responsibilities, I like to set short term challenges. When we get a good idea, I sometimes say to 3, 4 people within the team, “Stop what you’re doing. Let’s take 4 hours together to deploy this subject. By the end of the day, we will have something tangible to show for.” Every time, the team have shown that they are agile and that they enjoy the challenge! It’s often with these crackdown projects that we think of the best ideas, that then positively impact what we do on a daily basis.

Maxime, Marketing VP

“ For ibbü, we decided to take on less but do things better. There are some features that we did not develop but we managed to ship a solution quickly and that will work on the long term. From a technical perspective, we automated the testing procedures. After a few failures, we’ve learned the importance of systematising. This is now anchored in the approach of the tech team and clearly, it improves quality.”

Yves, R&D Team
Delight the customer

Customer happiness is our raison d'être:)
We prepared typical responses, translated into 4 languages, that enabled the Support team to save time when drawing up tickets. We set up specific overviews, so that we could be notified as soon as a ticket has been waiting for more than two hours. Depending on the subject of the ticket (clients choose what feature their ticket relates to when they fill in the form), we automatically attribute the ticket to the Customer Angel specialised in this feature.

This way, we save time on assigning the tickets and make sure it's connected with the best person.

If we need more time to analyse a customer’s request, we inform them so that they know we are working on it and that the delay is not due to an oversight, carelessness or a lack of consideration for their needs and priorities.

We also use the Ping Pong Call. What’s this? When we deal with a ticket and we need more info or the question is not clear... we exchange within the ticket once (Ping), a second time (Pong) and after that we pick up the phone (Call). No need to multiply the tos and fros. A call is often more efficient when it comes to quickly solving the issue.

Tiphaine, Customer Angel Team

"We are all someone's customer, at iAdvize we are each other’s!"

Camille, Office Team

Regularly, we have customers who thank us for helping them to understand the situation of their account and sometimes they even ask for their invoice. I was on the phone with one of our clients who, during the call, heard clapping that came from the Square, our common room, after a presentation. He said that the atmosphere seemed great and that he would like to come visit.

Malika, Office Team
“When Geoffrey Bertolani invited iAdvize’s first client: unique experience for the client and for iAdvize: red carpet, champagne, presents...”

Sébastien, Sales VP

“On a regular basis, we carry out internal satisfaction surveys to make sure that we are meeting the expectations of our internal customers. 37 people replied to the last survey and the result was:

Speed: 4.24/5 - Quality: 4.30/5 - NPS: +65”

Pan, CIO

“When we speak at conferences, I really enjoy presenting our client’s success stories. When I call them to ask them whether they’d like to take part and share their feedback on the solution, it’s wonderful to see how available and keen they are. For me, this is a huge proof of satisfaction and trust.”

Beatriz, Marketing Team

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“Organising a training session in our offices so that the client can meet our team, going with the Customer Success Managers when they present the quarterly business review to the client... During one of these reviews, I was able to highlight the best practices and the areas for improvement for their chat team, with supporting data from the solution. There are also more futile aspects like when I wear my flamingo shirt... this is a magic shirt! Whenever I wear it, I always get satisfaction rates of 100%, and when asked the question, “What did you prefer about this training session? -> Thomas’ shirt!”

Thomas, Customer Success Team

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Thomas, Customer Success Team
“When I arrived at iAdvize, I listened in to lots of calls between the Customer Success Managers and their clients. I was surprised by the trusting relationship that had been established between them over the past months. It was a real partnership. I remember that one of them asked for Kévin’s advice on topics that were not directly related to the solution. The same client organised a Tour de France with pop-up stores in flats to present the brand and the new collection. When they came to Nantes, they wanted Kévin’s opinion on the event and their global strategy in 2016. Kévin was able to share iAdvize’s vision of market trends over the next few months and suggest ideas to meet the brand’s objectives.

There is a strong connection between the evolution of this brand and the innovations that iAdvize releases, whether its community chat or more recently, the integration with Messenger. This client and iAdvize move forward together and the founders are always keen to get our feedback on the changes they make on the website or their growth strategy more generally.”

Marie, Customer Success Team

“With the revamp of the interface, we were able to base our work on dozens of user testing sessions so we could get approval from our clients as we made progress. This is great for both parties! It enables us to be much more agile and improve the product and it puts the customer at the centre.”

Mylène, R&D Team

“Jean-Charles gave Simon a military hat and a whistle for his birthday :)”

Caroline, Office Team

“We include our clients in the design phase with Mixpanel, we base our product improvements on the way they use the tool. I tested my first survey send-off with a few clients to gather their needs and expectations when it comes to measuring the value iAdvize contributes. I was surprised by the number of clients who took part.”

Marion, R&D Team
Join the party

Feel the beat
There’s always a good reason to celebrate: launching ibbü, Messenger, a new contract, a recruitment... we celebrate all victories, the big and the small! At iAdvize, we break ceilings, figuratively and literally :)”

Johan, R&D Team

"What does this mean to you?"

THE PARTNER DAY

Here’s some more feedback from one of our partners: “you can really feel the energy here. You can see it from the outside thanks to the Marketing but when you come here and meet the team, it takes on a different dimension, you really are different and we are proud to work with you.”

François, Channel Manager
“Excel training sessions amongst ourselves (delivered by Simon and Hélène)”

Marion, R&D Team

“Going skiing or building a tailored night club to meet our needs for a seminar! There’s no doubt we like to party! Nothing better than themed parties to celebrate our cultural differences!”

Marion, R&D Team

“When we launched ibbü, we all came dressed up in what we’re passionate about: skateboarding for me!”

Nicolas, CSM Team

“When my daughter was born, I invited my team for an evening at home to celebrate the quarterly results and just spend a nice moment together, outside the office.”

Killian, CS VP
Greg promised he would dress up as Michel Sardou if the Sales team reached 100%. He did it (even though he had an interview that day).

"We even celebrate everyday life, Saint Nicolas is a good example!"
Yves, R&D Team

"A few weeks ago, our manager set us a challenge that involved achieving quite an ambitious objective! To motivate us, we would spend a fun evening together to celebrate: Bubble foot! We all worked hard and made it! It was quite a laugh, running around in these big blow-up balls!"
Chloé, Marketing Team

“Heat up the grill, we love a picnic!”
Camille, Office Team

“We set up a ‘patronage’ programme. It’s all about sharing your experience with newbies, motivating each other, supporting other people, by connecting people who have something in common (language, market, role…) to make their arrival within the company as smooth as possible.”
Tamara, Sales Team

“We even celebrate every day life, Saint Nicolas is a good example!”
Yves, R&D Team
In 2012, the 12 iAdvize ‘genies’ had identified 9 values that formed the DNA of the company.

4 years later, more than 170 talents have joined and iAdvize is now present in 4 European countries.

With this growth, came the need to reflect once more upon our identity and our values. At the end of 2015, we started a collaborative thought process that can be broken down into 3 stages.
It all started with the team that prepared the first workshop on this subject. Everyone took part during the seminar in January 2016 in La Rochelle. We thought about the principles that guide us on a daily basis. Each group that included people from every department suggested 5 mantras that illustrated the 5 main values within the company.

After the seminar, we asked the people who had led the different groups if they wanted to continue working on this topic.

We met 3 times to:
1) analyse what had been done during the seminar and identify which 5 concepts were the most present
2) come up with 5 mantras in English, based on these 5 principles
3) present them to the management committee and to the entire range of positions within the company. A final workshop enabled us to put the finishing touches!

Finally, after 6 months’ work, with thirty different people involved since the last seminar, we presented these new values to the entire team during the 2016 Summer break! ”
“I loved taking part in this workshop because it enabled us to work with people from the 5 different departments, based on input that had come from everyone, to come up with values everyone could relate to; in which we could all see ourselves, and that would be the foundation of our development for the years to come. We all kept in mind how important it was to carry out such a task in a company that evolves so much and that is still scaling up. We all took it very seriously.”

Simon, Product Manager

“I liked taking a step back and some time off from a constantly evolving environment, so that together we could think about what guides us everyday. I was surprised by the fact that despite our very different jobs, it was quite easy to come up with values that we could all identify with.”

Anne Claire, HR
“I enjoyed being able to participate in creating these values. We were able to think about values that are part of us. Since the seminar, the whole company’s brainstorming resulted in plenty of ideas, from which we picked the very best. I found it great to express our values in sentences, making it possible for anyone to understand them. During our brainstorming sessions, we had to find a way to develop the “Customer Centric” concept and Simon thought of: “I love my customer more than my c(h)at”. I also like: “We love a Revolution” which makes complete sense if we look at our roots and our mindset.”

Guillaume, Technical Project Manager

“Working on the values, we realized how lucky we are to work at iAdvize. The values workshop was a mirror of what we were looking for: the combination of every person’s talent find just the right expression. Miranda’s lead enabled us to turn our debates into conclusions :).”

Luc, Go to Market Manager

“It was really nice to take some time off from our crazy work days to brainstorm with representatives from all departments. The participants were complementary, and full of energy; just like iAdvize.”

Nicolas, Strategic Project Director

“I especially liked the extra creativity that came out of it, as well as the wealth of exchanges that took place, given the variety of profiles involved. It was not easy, it was a real communication challenge to be able to get together and to find a single meaning to our values. I loved how everyone got involved and how deep into detail we went for this important mission. And also the fact that these values come from people living, sharing, embodying them on a daily basis.”

Anne, Business Developer Spain