

THE JAMES DYSON SAGA

MANAGING A CAC 40 COMPANY

EXCLUSIVE:
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EMBA, OUR SELECTION

TAGHAZOUT, A GEM IN MOROCCO

SPRING 2023

Forbes

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30**

**Anthony
Bourbon**

—
Prince of
Entrepreneurship

PALMARÈS

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Belgium: €9.50 - Luxembourg: €9.50 - Switzerland: CHF 16.20

L 14797-22-F: €9.00 - RD



PREMIUM CONCIERGE WINNING SERVICES!

MUCH MORE THAN A CUSTOMER SERVICE, IT IS A 360° SERVICE AND AN ULTRA PERSONALIZATION THAT PREMIUM CONCIERGE OFFERS TO ITS MEMBERS.

"ANYTHING, ANYTIME, ANYWHERE..." FOR JÉRÉMY VOSSE, ITS FOUNDER, THE CLIENT IS TRULY KING. A LOOK BACK AT THE SUCCESS OF HIGH-END CONCIERGE SERVICES WITH ITS CEO.

BY DOMINIQUE BUSSO AND GAËLLE MÉNAGE



C Far from the world of luxury, Jérémie Vosse honed his skills. After studying at the Chamber of Commerce, he spent 15 years in the music, video, and video game industries. At DEJ Multimedia, he served as the development director, then the sales director, eventually becoming the general manager of the company, achieving a turnover of 130 million euros.

After a disappointment that drives him to leave this

Afterwards, the entrepreneur launched an industrial cleaning company. And it was entirely by chance that the idea of Premium Concierge began to blossom.

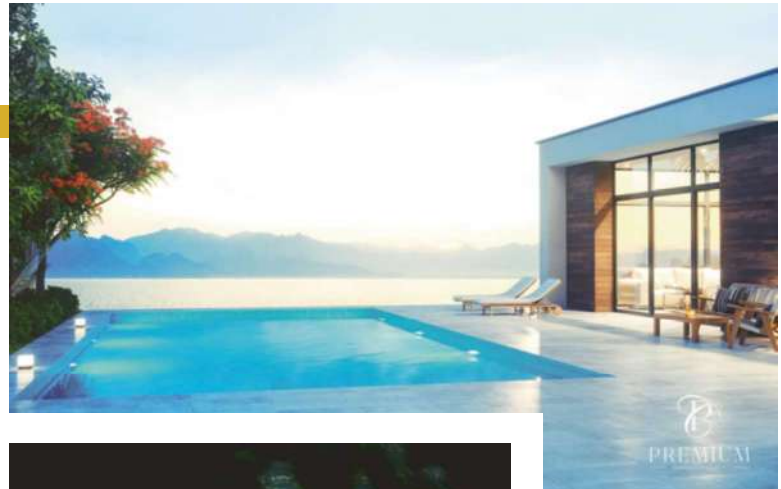
"One weekend, while I was being asked by friends to connect them with professionals, I realized the extent of my network. I then started to think about how to leverage it," recounts Jérémie Vosse. Having already used concierge services and being perfectly satisfied, he naturally became interested and envisioned himself in this market. For six months, he studied its functioning and the different offerings, including corporate concierge, concierge for individuals, and high-end concierge services. His first decision was to go to the United States. The second was not to seek clients, but first to find resources and service providers. "I realized that it was too complicated to be competent while being everywhere in the world," explains Jérémie Vosse. In 2015, the machine was launched and the entrepreneur chose to meet the needs of wealthy companies by opting for a very specific business model in which the client becomes a member. For the CEO of Premium Conciergerie, it is a way to engage and create closeness and a relationship of trust with a clientele that has the most extravagant demands. Once the business conditions are established, the principle is simple: the client never pays anything. All their expenses are covered by the company. If they want to travel to the other side of the world, they won't have to take out their credit card. "We intentionally have few members, but we know them by heart. A limited number of 150 members because we want to spend a lot of time with them, for them." To maintain this authenticity praised by its clientele, Premium Conciergerie will remain a small and medium-sized enterprise (SME).

< N'importe quoi, n'importe où >
First high-end concierge service in France, Premium Conciergerie houses three departments. First of all, its service, by definition,



Concierge services. "Our clients can ask us for anything, anytime and anywhere. Whether it's a tailored suit, a Lamborghini, or a rare wine," says Jérémy Vosse. Then, the second core business of the company, which constitutes the largest market share: travel. A true luxury agency, Premium Concierge surpasses its clients with personalized welcomes in the world's top high-end hotel chains. An extraordinary value proposition that Jérémy Vosse has earned by having his company labeled Virtuoso. This ultra-luxury positioned network is to hospitality what the Michelin guide is to dining. The Holy Grail for the CEO of Premium Concierge, as this label signifies a commitment to high quality and a pass for its members into the most luxurious palaces around the world. And while the company's positioning has not changed after obtaining the certification, it has nonetheless affirmed its position as a leader in the French market, bolstering its popularity with its third target audience: brands.

To satisfy this clientele, Premium Concierge takes on the role of creator of unique events and experiences for brand clients, such as a tour of France's great wines, an olfactory discovery with renowned perfumers, or private theatrical performances. "We manage the clientele of high fashion and high jewelry brands, and we take great care of them," explains Jérémy Vosse. The clients of the high-end concierge come from very different backgrounds. Among them are many athletes, including stars from the world of football, some of whom are international players. For about three years, the company has welcomed an institutional and very wealthy clientele from Central and West African countries. The 360° services of Premium Concierge are ultra-personalized, and that is its strength.



A team of strong personalities

The company has about twenty collaborators, talents from different backgrounds, other concierges, event management, or even hospitality. "My wish is to have collaborators who come as they are. They are unique and have strong personalities," praises Jérémy Vosse. A small team, therefore, but a dream team that allows Premium Concierge to be a leader in France.

But for its CEO, this is not a race for armament. The goal is to maintain a privileged relationship with its members. And for eight years, the progress has been there, with over 15 million euros in annual revenue. For Jérémy Vosse, the horizon is clear. The different departments of the concierge are aligned with the clientele, and the relationships are full of trust between the concierges and the members. "Quality is always paramount. It's a major issue when you're a business leader. I treat my collaborators very well; they are my number one asset."