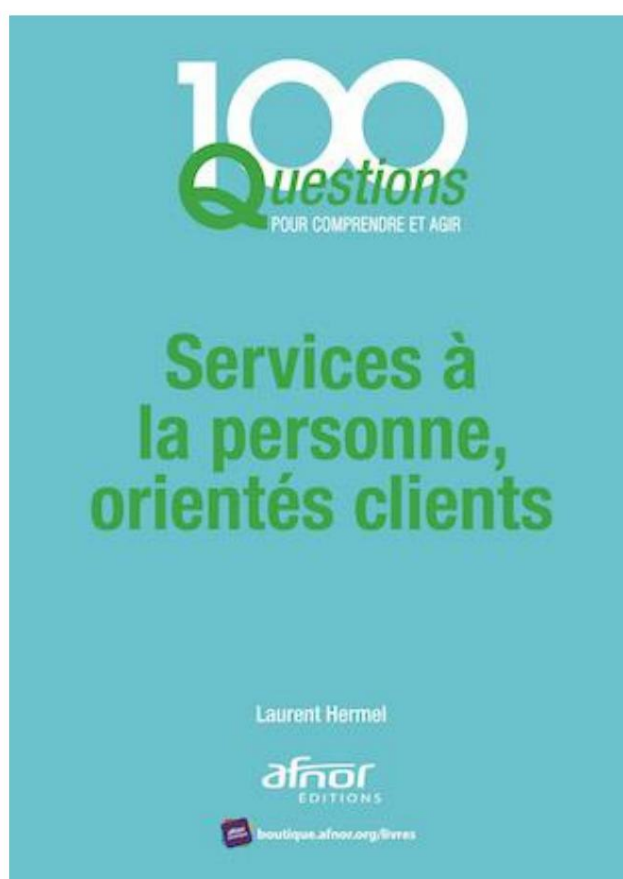


Press release - November 10, 2020

New book



**Personal services – Management – HR**

**AFNOR Éditions publishes THE practical guide  
for creators of personal service structures**

**While the health crisis highlights the importance of proximity, personal services have been in high demand for fifteen years. Keeping the elderly at home, the need for childcare and educational support, requests for maintenance or work at home... so many reasons and opportunities explaining the proliferation of dedicated structures. This new guide answers the 100 questions that anyone wishing to create or develop a personal services structure must ask themselves.**

A specialist in the field, the author addresses the eight key chapters for understanding, using and implementing customer-oriented personal services:

- Who provides personal services in France?
- Who consumes what personal services?
- What is the universal service employment check (or CESU)?
- How to develop and deploy a personal services offering?
- How to set the price of an offer of personal services?
- What are the main staff qualities to look for? how the motivate?
- What are the means to implement to improve customer satisfaction and beneficiaries of personal services?

Treated in a synthetic way, the answers get to the point. They allow anyone interested or concerned by the field of personal services to have a global vision of the sector and the activity and to have all the essential practical information (founding law text, list of professional federations, operation of CESU...).

The book also emphasizes the key role of HR in services and offers numerous advice in the marketing or management of personal services service offerings.

A unique guide which constitutes a real practical "how to" for personal services.

### **The author**

**Laurent Hermel**, HEC graduate, master of science, degree in economics, after a career in banking marketing and distribution network marketing, continued his career in the field of training and development strategy consulting. He regularly led seminars on quality of service and different areas of marketing. He is the author of several books and articles on marketing, quality of service, direct communication, institutional *lobbying* and the Internet. He participated in several AFNOR standardization commissions concerning service relations and reception, the metrology of expected and perceived, strategic monitoring. Laurent Hermel was the co-host, for several years, of the professional exchange club on marketing *management of services* within Adetem (National Association of Marketing Professionals)

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> Publication: October

> [Access the online store](#)

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