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## Working closely with the athletes, private concierge services are busy despite the lockdown.

In normal times, private concierge services work behind the scenes to make life easier for their clients, many of whom are athletes. However, during this period of lockdown, their needs have been turned upside down. J  r  my Vosse, founder of Premium Conciergerie, explains how he and his team are adapting to this new situation while remaining focused on the athletes.

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France T  l  visions - Sports Newsroom



### The guardian angels of athletes

After a career spanning music, film, and video games, J  r  my Vosse launched his private concierge business in the early 2010s. "I started with market research, then spent two years finding partners across the country and around the world. The idea is to be able to provide any service, anywhere in the world, to our clients, anytime," he explains. With a global presence, his high-end concierge service was born: "Today, we work with players from all the major European clubs, including many French players, as well as actors and professionals."

At the head of a team of fifteen people and a global network, J  r  my Vosse has only one goal: to ensure the well-being of his clients. "In normal times, we organize trips, we find clothes, vehicles, staff for our clients. Athletes are specific clients, because they are often young. It's pleasant to work with them, even if they often ask at the last minute," smiles J  r  my, whose concierge service promises to respond in five minutes to the desires of athletes, sometimes to their whims. "We talk about needs," he clarifies.

Deeply involved in football, J  r  my Vosse also plays an unexpected role during transfer windows: "Clubs know the player well from a sporting perspective, but not on a personal level. Often, we're the ones who find their accommodation, their cook, and a school for their children. We manage all the logistics involved in a transfer." Weekend breaks, apartment cleaning, food, and even haircuts: everything is possible for the concierge service's subscribers, "except what's illegal," J  r  my clarifies. But during this period of lockdown, needs have changed.

### New kinds of needs

"We're no longer allowed to travel, nor to buy anything other than essential goods, so naturally our work has changed," explains J  r  my Vosse. Like everyone else, elite athletes are experiencing shortages in stores, but on principle, J  r  my refuses to let them be without what they need: "It's our job to meet their needs. We're mainly doing their shopping right now, and we're doing our best to find what they need." But the main new development of the lockdown has been an increased demand for sports equipment: "It hasn't been easy to find exercise machines lately, but we've managed, everywhere. I'm quite proud of that," J  r  my admits.

Beyond providing essential services, concierge services are also working hard to keep their clients occupied: "We spend a lot of time on the phone, recommending series, video games, movies, books..." Especially since some gamers have experienced hospitalizations or even deaths among their loved ones, explains J  r  my: "There too, we've had to manage these difficult times. It's part of our job, both from an organizational and a psychological point of view."

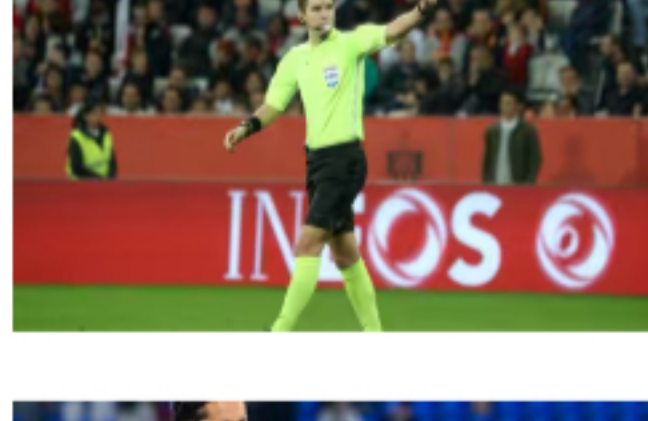
Working closely with the athletes, J  r  my Vosse and his team are taking their pulse. "I'm not a doctor, I can't say if some of them are depressed or not. However, for the past week, I can tell you they're all restless and dreaming of getting back on the field. They're fed up!" While Premium Challenge's revenue is currently plummeting, since its usual partners pay commissions to the concierge service, unlike supermarkets, business is anything but at a standstill for these guardian angels of the athletes.

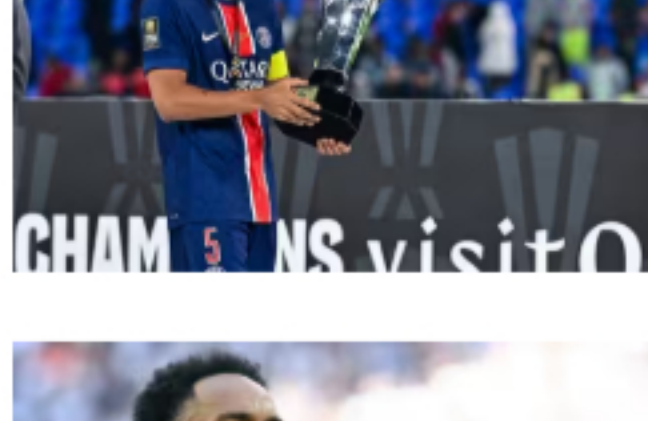
J  r  my Vosse even sees a silver lining in this situation: "Our clients have become aware of the difficulty of our profession, and we feel that their thanks are sincere. It brings us closer to them; they are very kind and have words they've never used before." And just like their clients, private concierge services are waiting for the end of the tunnel and the resumption of sporting competitions, "because it's more fun to organize a trip than to find an exercise bike."

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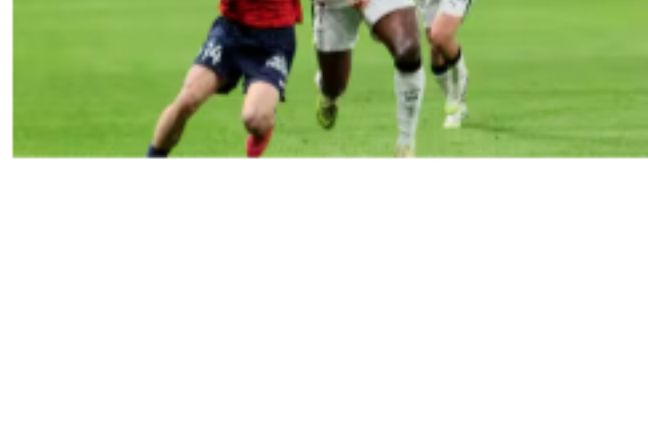
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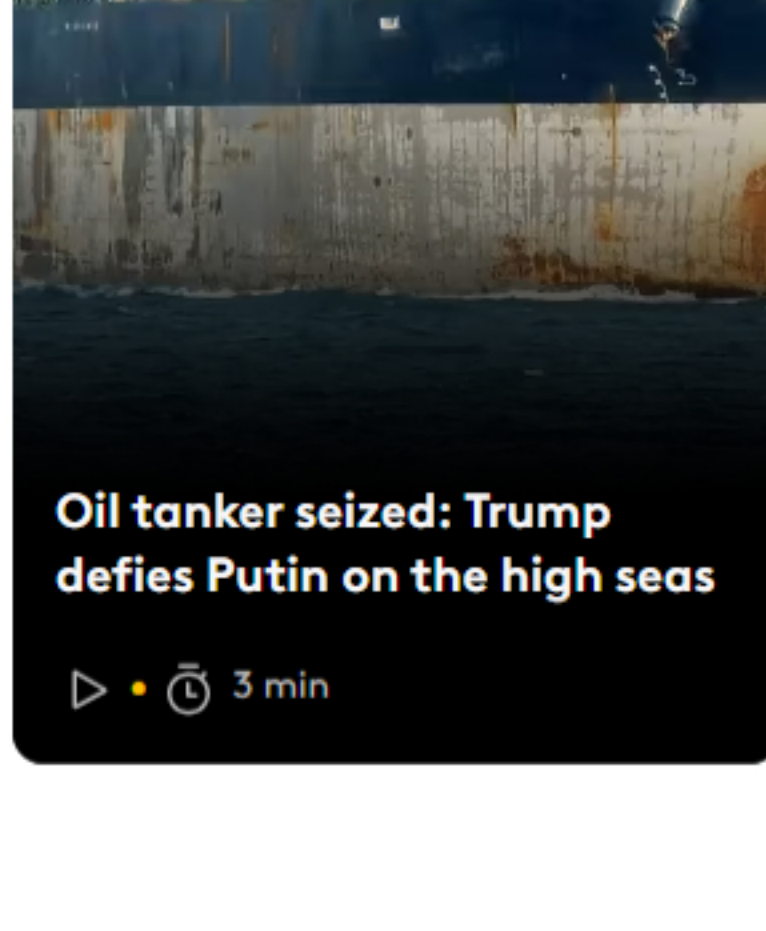
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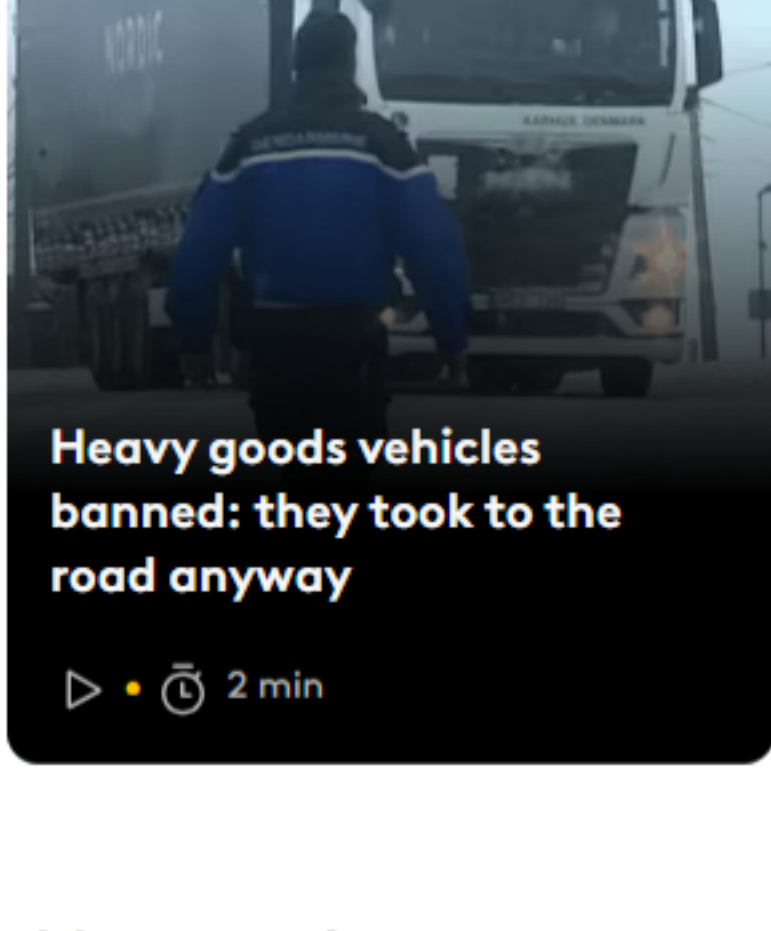
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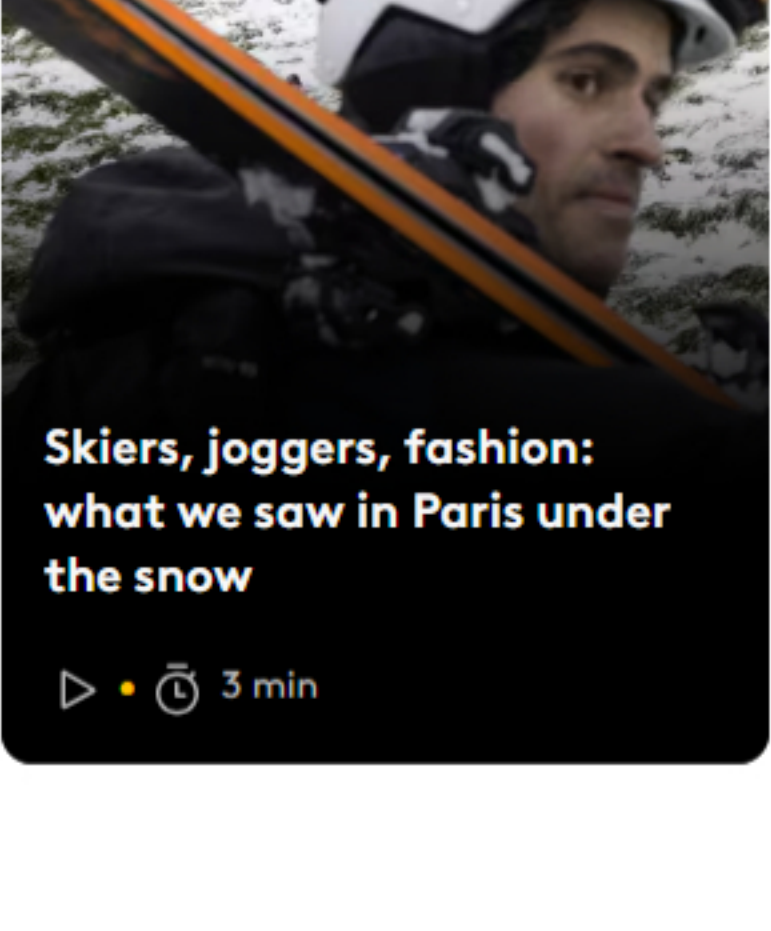
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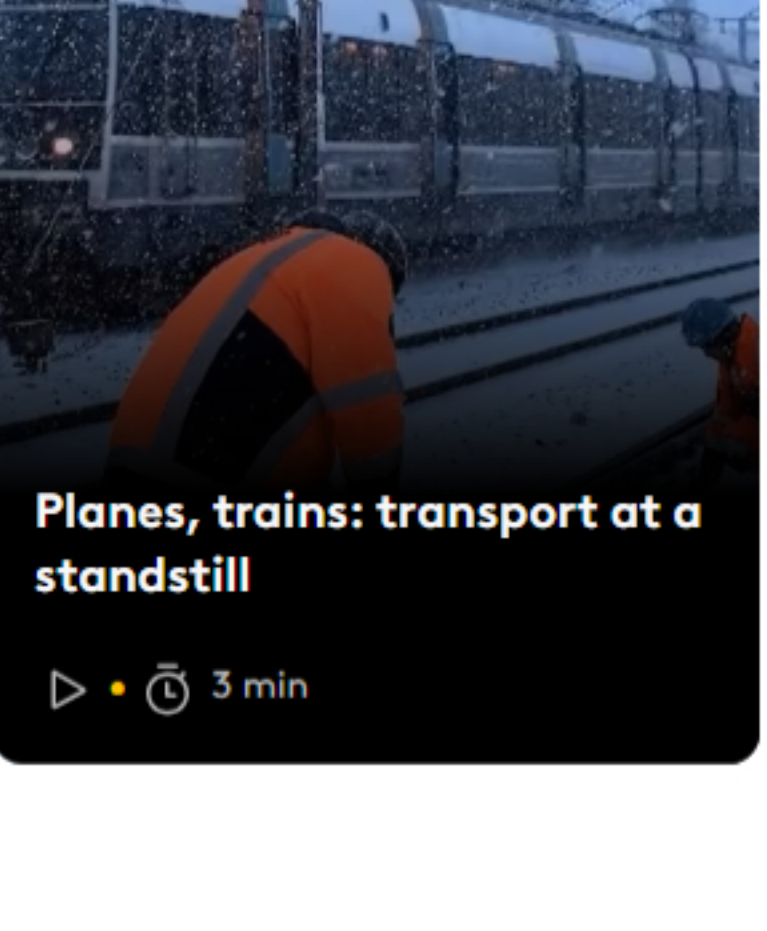
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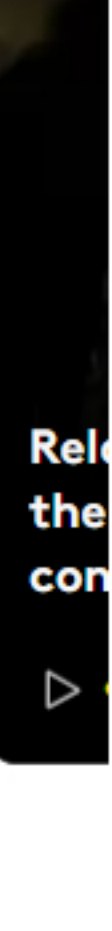
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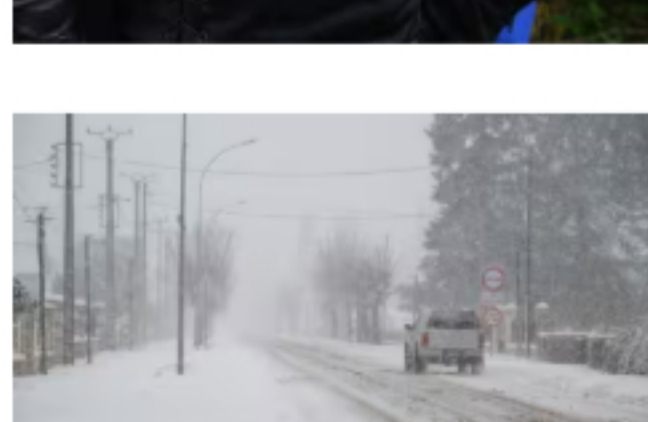
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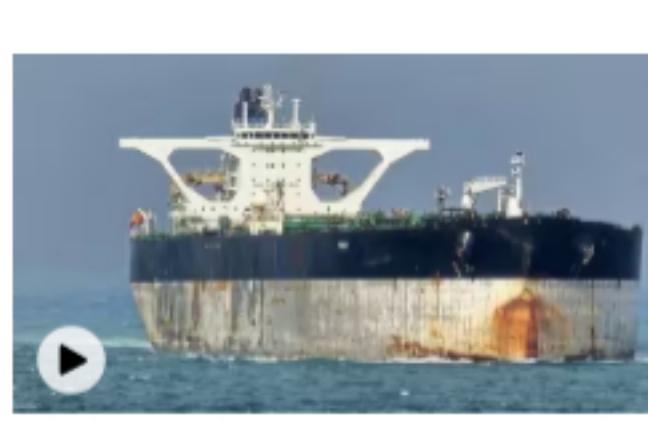
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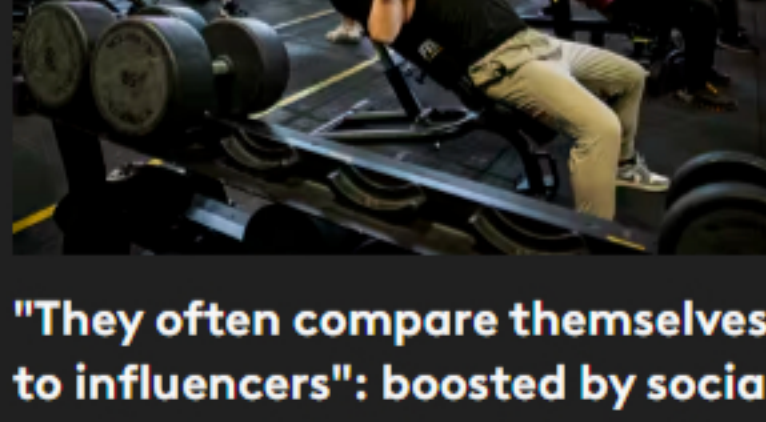
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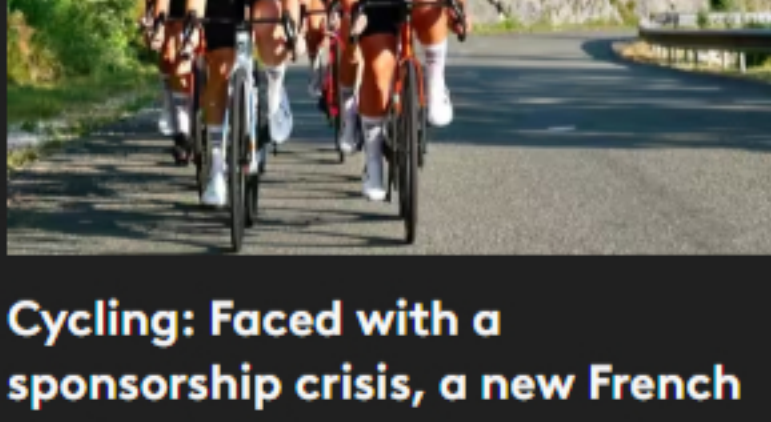
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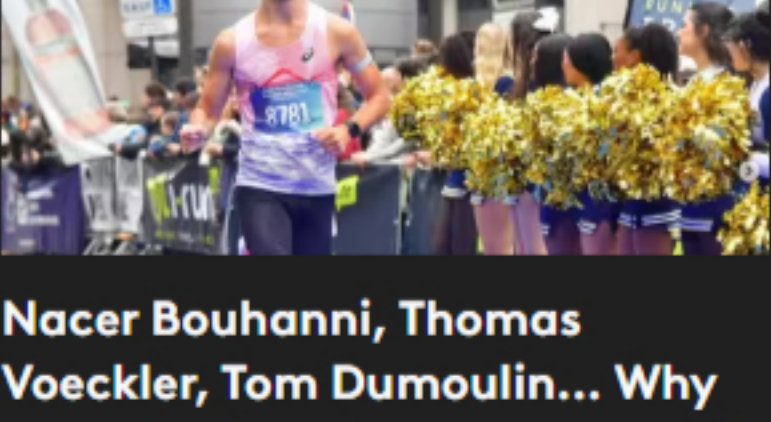
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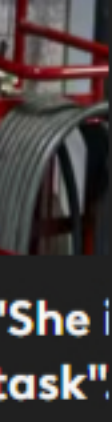
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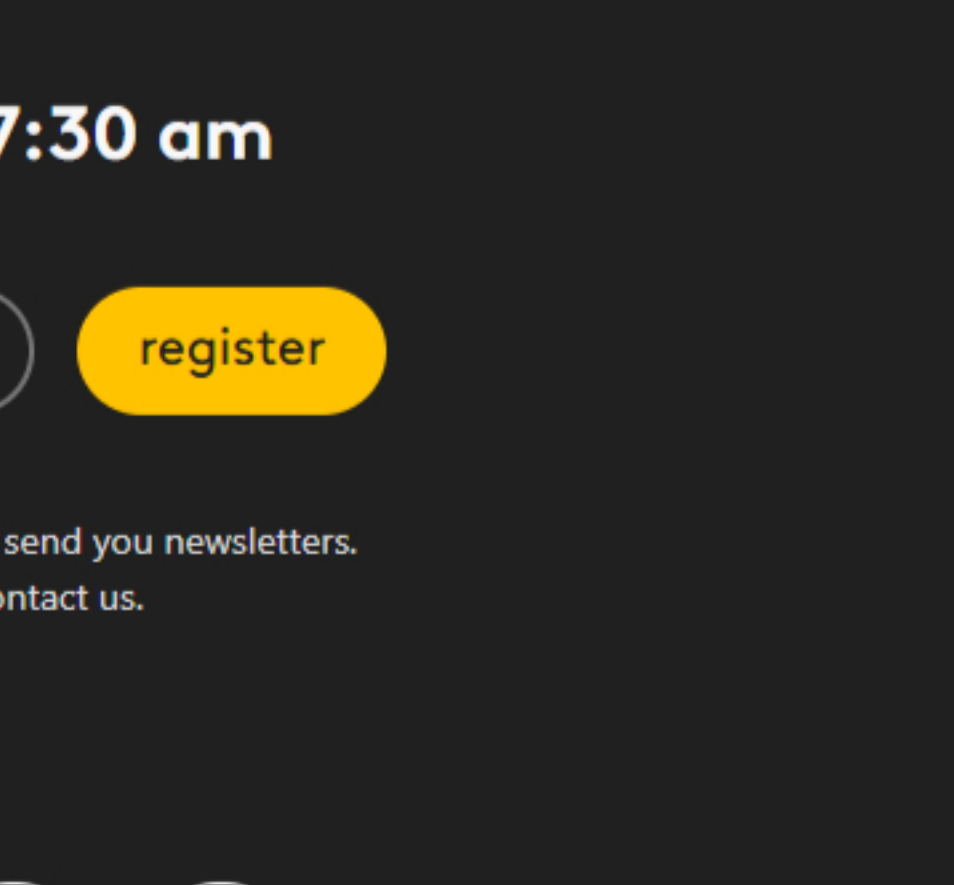
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