

The Banque Populaire Rives de Paris is launching its new Voice Portal, put in place by PROSODIE

Boulogne-Billancourt, 22nd November 2007: The Banque Populaire Rives de Paris has chosen PROSODIE, the online, remote data-exchange services operator for large companies, for the implementation of its new telephone reception service which can be accessed through a single, easily memorized number. This Voice Portal improves the percentage of calls which can be taken and facilitates the distribution of calls between automatic services, branches and call centers.

A desire to harmonize the telephone reception service

The Banque Populaire Nord de Paris had been a PROSODIE client, and in 2004 it merged with the BICS and became the Banque Populaire Rives de Paris. The Banque Populaire Rives de Paris has more than 200 branches and 600,000 clients, and needed to transform its telephone reception service, equip itself with a single tariff irrespective of the branch contacted, and simplify access to the bank's customer services.

"The interactive voice server using DTMF which had been in place for 5 years at one of the two banks had already been able to meet our requirements. It allowed us to optimize our telephone reception service, both in terms of the number of calls answered and the amount of human resources dedicated to their treatment. On this basis, we owed it to ourselves to launch a solution common to both banks" says Claude Lemoine, Director of the Alodis service at the Banque Populaire Rives de Paris.

The Banque Populaire Rives de Paris thus decided to implement a portal using voice recognition, which will be accessed through a single number, 0 826 828 828 (€0.15/minute).

A Voice Portal for access to all the bank's services

Callers are welcomed by an interactive voice server, and pronounce the key words: "stock exchange", "account", "insurance" or "branch": They are then very quickly put into contact with their branch, a call centre or even a voice server depending on the service requested. For extra speed, the voice menu allows them to reach their financial adviser directly without having to visit their branch, thanks to a short code.

In order to optimize the operation of the voice portal, the advisor is able to take his or her client through the automatic functions of the server for low value-added services such as ordering a check-book, for example.

"This transferring of calls encourages clients to fully adapt to the service. It means they can discover the ease of access and the speed with which an automatic function can work – a transfer of money takes about 35 seconds through a voice server, whereas if it is done through an adviser, the call lasts an average of 2½ minutes," adds Claude Lemoine.

Also, the introduction of an intelligent routing device allows the calls to be better distributed amongst branches, call centers and advisers. It also significantly improves the overall percentage of calls dealt with.

Launched in 2006 in 10 pilot branches, the project has been the subject of a customer satisfaction survey. The highly positive results have allowed the Banque Populaire Rives de Paris to contemplate the smooth passage of the network's 200 branches over to this system.

"The extension of this solution has generated positive feedback despite being very innovative. We have noticed a change in behavior, notably with callers opting for the automatic functions more often. Our aim is for a minimum of 20% of calls to be dealt with automatically, thanks to advisers taking their clients through the process, and client familiarization with this new telephone reception service," concludes Claude Lemoine.

About PROSODIE

PROSODIE develops and operates telecommunications services and IT solutions that allow customers, clients, partners and/or employees of even the largest public and private organizations to access and exchange information.

PROSODIE also produces and delivers information to general public in three activities : weather forecast through the two brands METEO CONSULT and LA CHAINE METEO (TV channel), horse racing through GENYcourses and exam results through France-examen. These four brands are form of its PROSODIE Info unit.

In North America, Prosodie Interactive, a regional operating unit of PROSODIE, provides value-added ASP eCommerce, interactive voice (IVR/CRM), Web and data solutions for businesses.

PROSODIE also owns 100% of nCryptone, leader in strong authentication solutions (ISO Banking card size) embedding an energy source.

With a presence in France, Spain, USA and Canada, PROSODIE had 2006 IFRS consolidated revenues of 165.3 M€ up 12.4% over 2005 (147.1€) and current operating income of 12.3 M€.

PROSODIE was granted the extension of AFAQ ISO 9001 certification in December 2006 for all its activities related to its French operations sites and obtained the renewal «Entreprise innovante» label from the French innovation agency, ANVAR, in July 2006.

www.prosodie.com

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