

The Banque Populaire Val de France deploys PROSODIE'S incoming phone traffic solution in all its branches

Boulogne-Billancourt, February 10, 2005: the Banque Populaire Val de France - a French Private Bank- has selected PROSODIE, a high value-added service operator with a large expertise in the management of major accounts' data traffic, to optimize the incoming call traffic management of its branches and call center. After testing a pilot project over 10 branches, the Banque Populaire Val de France has opted for PROSODIE's offer to cover the totality of its network, representing 200 branches.

Priorities, quality of service and availability of banking staff

Today, the Banque Populaire Val de France runs a portfolio of 512 000 customers through a network of 200 branches established on 11 departments in France.

Each year, its branches and its call center deal with a total of some 4 million calls. Between 2001 and 2003, the bank saw its call traffic increase by 30%. Most of the calls were put through to the branches and overwhelmed the bank staff. During peak telephone call periods, the drop out rate for the calls could reach some 70%, according to the Banque Populaire Val de France.

In order to cope with the ever-growing volume of phone call traffic and with a view to optimizing their processing, the Banque Populaire Val de France opted for the telephone answering solution for agencies offered by PROSODIE, in December 2003.

"We were convinced by the expertise of PROSODIE in terms of capacity to implement similar solutions, by its bank references as well as our continual partnership in the area of remote banking vocal services" declared Fabrice Delclaux, Organization Manager of the Banque Populaire Val de France.

PROSODIE' s telephone answering solution for branches

PROSODIE conceived, developed and hosts the above said solution. Previously tested over a panel of 10 branches, the solution is now extended to the entirety of the branch network.

"An in-house customer satisfaction survey has confirmed the aptitude of our customers to become gradually familiar with the system and adapt it. As a result, we will be deploying this solution through our whole network of branches, until June 2005. Our objectives in terms of quality are to answer 100% of the phone calls, to guarantee a prompt reply to all simple questions raised and to improve call answering in our branches" stressed Fabrice Delclaux.

Each branch is equipped with a special number called **numéros fil**. Customers' calls are routed via an interactive voice messaging system, which provides them with useful information on the branch (opening times, address and phone numbers) and offers them to accede to the automatic banking vocal service named "Tonalité +". The phone calls are then routed to an available financial advisor either at the branch or in the Call Center.

Each day, banking advisers must indicate their presence to the system as well as their availability to take the calls. This log-on/log-off function allows them to optimize call processing and to better control their activity: when they are unavailable or on a meeting with a customer, the banking advisers of the branch may "de-log" from the system causing calls to be re-rerouted and dispatched to another agent at the branch or, in case of call surplus, to the call centre.

The dynamic network of PROSODIE also offers banking advisers the option to either transfer the calls to another site (the various branches or the call center) or to re-route them across the call center without any extra telecommunication cost for the Banque Populaire Val de France.

In addition, the Banque Populaire Val de France had asked to implement a system of short codes for those customers who request it, allowing them, via the interactive voice messaging system, to get directly in touch with their personal account manager.

"This solution met with a positive reaction in the test branches; banking advisers, who feel more in control with the new system, appreciate the advantages offered. The configuration and supervision web interface have offered us real-time steering of the call routing options and a better analysis of our call traffic. Based on our statistics, the agencies will benefit from detailed indicators on their call reception" concluded Fabrice Delclaux.

About PROSODIE

PROSODIE operates value-added services for managing corporate information/data and provides innovative solutions for their access and transmission.

PROSODIE uses this same IT and telecommunications expertise to supply information directly to the general public through the three brands of its PROSODIE Info unit (METEO CONSULT, GENYcourses et France-examen).

With a presence in France, North America (U.S.A. & Canada) and Spain, PROSODIE had 2003 consolidated revenues of 165.2 M€ and operating profit of 15.4 M€.

PROSODIE is part of the ITCAC 50, SBF 250 and Next 150 indexes and of the NextEconomy segment of Euronext.

PROSODIE obtained in July 2003 the «Entreprise innovante » label from the French innovation agency ANVAR.

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