



Press Release

PROSODIE sets up LCL's new telephone client contact system

Boulogne-Billancourt, December 8, 2011: PROSODIE, a multichannel transactional flows operator, is guiding LCL in setting up its new telephone client contact system. This natural-language voice portal will improve call sorting and access to LCL banking services.

Natural language makes it possible to bring together an expanded number of phone services. Customers can access them by stating the subject of their call in a normal way, without any tedious listing of possible choices, after dialing the LCL number (09 69 36 30 30) or when calling a local branch.

The natural-language engine sorts the customer's request and directly routes the call to the correct available department at the call center, or to the appropriate automated voice feature.

Already in use today, the natural language solution improves customer satisfaction by increasing the fluidity of navigation within the voice server, reduces delays, and simplifies the use of self-banking.

For LCL, instituting a natural-language telephone answering solution is part of an ongoing effort to make its services more and more user-friendly.

José Ortuno, Manager of LCL Customer Relations Centers:

"We have found that Prosodie offers us renowned expertise in natural language. The proposed solution meets the expected performance. Prosodie's reputation and experience in this field strengthened our choice. This tool opens up genuine opportunities for improving the efficiency of our call centers."

Bruno Sivardière, Head of the Bank Department of Prosodie's Customer Contacts division:

"As the example of LCL has shown, banks are seeking to improve both their closeness to customers and their accessibility by phone. Natural language makes it possible to reconcile these goals, which can sometimes be in conflict"

About Prosodie

Company of Capgemini Group, Prosodie is specialized in managing multi-channel transactional flows for major accounts. Cloud computing player, Prosodie has several areas of expertise: multi-channel customer relationship, IT outsourcing, mobile services, prepayment and payment services and e-document processing. With 861 employees, Prosodie is located in France, Spain, Belgium and Italy. French and Spanish activities are ISO9001 V2000 certified. www.prosodie.com

Press contacts

PROSODIE

Mélanie Roëtzing

Phone: +33 1 46 84 17 70

E-mail: mroetzing@prosodie.com

3d Communication

Dora Delaporte

Phone: +33 1 46 05 87 87

E-mail: ddelaporte@3dcommunication.fr