



Press release

## **BforBank chooses PROSODIE for its multichannel customer relationship management solution and IP telephony**

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**Boulogne-Billancourt, 12 February 2010: BforBank, the leading 100% online private bank, chose PROSODIE, operator of multichannel online services, to implement its telephony over IP solution with a full range of tools for qualifying, distributing and optimising the management of its flows.**

### **An IP Centrex solution**

BforBank, a fully owned subsidiary of the Caisses Régionales network of Crédit Agricole and Crédit Agricole SA, is offering a new online private banking model featuring services aimed at a high-end customer base through various channels.

Selected to assist the launch of this new entity, PROSODIE deployed a few months an IP Centrex solution for all of BforBank's telephony (customer relations and administration). Hosted in ASP mode and operated by PROSODIE, the One2IPCentrex offering is a solution adapted to the needs of large businesses for their communications, including all traditional and advanced telephone functions, plus an extensive choice of value-added services related to unified communications.

### **An optimised multichannel contact centre**

*"To assist us in the management of our customer calls and our administrative telephony, we wanted to use a single service provider. PROSODIE has the skills to ensure that our multichannel contact centre delivers the best possible performance,"* says Vincent Chatard, Director of Operations at BforBank.

### **Telephone, email, chat and complementary tools**

By dialling one of the two Proxifil numbers, customers are welcomed by an Interactive Voice Server (IVS) using Operator Assisted Voice Recognition (OAVR). Once the purpose of the call has been determined, the ODIGO distribution tool directs the call to an available and suitable agent. The IVS also offers several self-service account enquiry services.

A unified interface, resulting from the integration of the PROSODIE ODIGO ACD and Akio Interaction Center, is made available to advisers. This allows them to deal with requests faster, regardless of the channel in which they originate (email, chat, callback, etc). The grouping of information on the same banner helps to improve visibility.

Lastly, BforBank decided to implement the Timesquare Holy-dis planning tool. Hosted at PROSODIE, this solution lets users plan the number of advisers based on the scheduled workload.

*"The BforBank project was a real challenge given the limited timeframe to put these solutions in place. We demonstrated our know-how in the multichannel domain, as well as our flexibility and responsiveness, which was highly valued by BforBank,"* concludes Aurélie Giraudier, head of the voice and multichannel offering at PROSODIE.

#### **About Prosodie**

As a service operator offering IT and telecoms expertise, Prosodie designs and hosts multi-channel online services for remote access to information and interactive data exchanges. With many major companies benefiting from Prosodie's services, the company works in the fields of multi-channel customer relations, facilities management for critical and sensitive systems and applications, IP telephony and prepayment systems and other services for telecoms operators. With offices in France and Spain, the group achieved turnover in 2009 of €174.2 million, and had 863 employees at 31 December 2009. In October 2009, PROSODIE maintained its AFAQ ISO 9001 v2000 certification to cover all of its activities throughout France.  
[www.prosodie.com](http://www.prosodie.com)

#### **About BforBank**

BforBank is a new model of "online private bank" that gives customers full control over their financial planning. The website offers useful and personalised services and expertise, as well as online and phone support.

A fully owned subsidiary of the Caisses Régionales network of Crédit Agricole and Crédit Agricole SA, BforBank provides outstanding solutions: a savings account with an attractive rate, life insurance with no startup fee and, soon, a comprehensive stock market and investment fund offering. This includes 50 funds specially chosen for their performance and offered by renowned companies, and access to more than 2,000 funds with no startup fees.

BforBank also offers a knowledge base containing articles on all subjects related to financial planning, decision support tools and content provided by experts, including exclusive videos. Visitors to the site will find a full range of useful and essential tools to help them invest directly and effectively, better.

[www.bforbank.com](http://www.bforbank.com)

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