

## **CASDEN Banque Populaire has selected PROSODIE to set up its new telephone answering system**

**Boulogne-Billancourt, June 4, 2008: CASDEN, the cooperative bank for the French national education, research, culture and sports authorities staff, has selected a virtual call center solution from Prosodie, an on-line service provider offering remote information exchange for key accounts. Through Prosodies technology, which distributes call flow intelligently between the bank's different Agencies, the goal is to provide a better answering service for the cooperative's Members.**

### **Better service for Members...**

CASDEN Banque Populaire receives over 500,000 calls per year from its Members, which is divided among its 104 Departmental Agencies.

Each Agency, which is ran by militants backed up by professional banking employees, independently managed their own individual telephone answering service. Low staff numbers in each Agency and restricted opening hours meant that the number of calls actually handled was low.

*"We especially wanted to standardize customer service in terms of quality. Some Departmental Agencies were unable to answer 1 out of 3 calls. Additionally, members who came in for appointments were sometimes disturbed by the phone ringing during their meeting. At the end of 2007, in order to improve performance and the quality of relations with our Members (both over the phone and in our agencies), we turned to Prosodie, a long-standing partner of the Banque Populaire group. Using the principle of a virtual call center, we have opted for a system that handles calls at national level, before redirecting them to the right entity,"* explains Philippe Miclot, Head of National Coordination at Casden Banque Populaire.

### **... with a virtual call center solution**

Since April 2008, members of Casden Banque Populaire have been able to contact their Departmental Agency more efficiently during normal business hours as well as during extended hours.

Each Agency has a geographical number, starting with 0 820 21, followed by the department number of the Agency required.

If the Agency is not able to answer within an appropriate length of time, the call is automatically redirected to an Agency in another department or to an advisor within the national Casden direct telephone platform.

The intelligent routing system which directs calls to the respective Departmental Agencies was designed to take into account the availability of the 400 advisors located throughout France. Using the task bar, advisors can register with the system to indicate whether they are available or not, thus helping to optimize call flow.

Regardless of who answers their call, Members benefit from a comprehensive service, offering information on the status of a file, information on products, credit simulations, the possibility of taking out a personal loan over the phone or making an appointment with their local Agency.

The virtual call center solution has been operational for eight weeks now, and has already significantly improved the overall rate of calls handled, which incidentally has gone up from 50% to 95% since the solution was deployed.

**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 the ability to access and exchange information.*

*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.*

*With a presence in France, Spain, USA and Canada, PROSODIE had 2007 consolidated revenues of 172.2 M€ and a current operating income of 11.9 M€.*

*PROSODIE was granted the extension of AFAQ ISO 9001 certification in December 2006 for all its activities related to its French operations sites.*

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

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