

Express carrier GLS France makes telephone service the focus of customer relations with PROSODIE

Boulogne-Billancourt, 20 February 2008: GLS France, an expedited shipping company, has entrusted PROSODIE with overhauling its telephone greeting system. To stay in touch and in tune with senders and receivers, GLS France sought to improve the quality of its phone-based service while optimizing costs.

The priority: streamline call flows

With some 6,200 clients, GLS France provides express delivery of letters and packages by offering a line of services with varying turn-around times depending on the urgency of the request.

Driven by the desire to cement its leadership in the area of service quality and to reduce expenses, GLS decided in July 2007 to fully insource call processing functions. Calls from package recipients are now directed to the GLS France telephone platform in Toulouse rather than to a call center service provider. As for telephone inquiries from shippers, they will be handled by 35 agencies in the GLS network, which includes a total of 103 sites located through the country.

"This new approach, made possible by the PROSODIE solutions, allows us to work toward our goals of:

- *responding to the demands of our customers, who are seeking greater proximity in their relations with our Customer Service team;*
- *offering our recipients the professionalism of the operators at our GLS France call center in Toulouse; and*
- *improving our productivity,"*

explains Eric Chausse, Director of Customer Service and Sales Management at GLS.

"Reducing the number of suppliers involved in processing the flow of information generated by GLS customer service and the resulting cost optimization were made possible thanks to the implementation at the national level of the ODIGO solution from PROSODIE. Optimized fax handling, lower IT costs and reporting in the form of unified statistics all enable GLS to closely manage its costs and the volume of its customer calls," adds Emmanuel LABRID, Director of Purchasing at GLS.

A multi-channel telephone reception service

By choosing to rely on PROSODIE, GLS France benefits from a comprehensive solution that can manage all incoming and outgoing communication flows, regardless of the channel used by shippers and receivers (telephone, e-mail, fax).

Each agency has dedicated telephone and fax numbers. To process all the calls from senders, PROSODIE's intelligent routing system, ODIGO, was implemented to take into account the availability of personnel in the agencies. These employees can log in to the system to indicate their presence and thus better manage their time between case processing and telephone answering.

Thanks to the ODIGO solution from PROSODIE, GLS France also has the option to view all traffic on all channels and to define the routing rules for telephone calls and e-mails.

To communicate better with their customers, the agencies may also choose their medium of exchange. Faxes can be converted into e-mail and vice versa.

Incoming e-mails are centralized at the call platform level and automatically redirected to the right knowledge center according to several parameters like the nature of the inquiry or the availability of service advisors.

Up and running in just three months, these solutions required no specific installations at GLS France facilities. They are hosted by PROSODIE and adapt to the existing IT and telephone infrastructure.

In time, package recipients will also be able to receive SMS updates on the status of their package in the distribution chain and the projected delivery time.

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.

PROSODIE also produces and delivers information to the general public through three activities: weather forecasting 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 form the 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 2007 IFRS consolidated revenues of 172.2 M€ up 4.2% over 2006 (165.3 M€).

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

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