



Case Study: Crédit Lyonnais



Customer Overview:

Since the merger with Crédit Agricole, Crédit Lyonnais has refocused its business on domestic retail banking. On August 28, 2005, LCL was born and with it a new commitment: "Make more of your money." Some figures: 21,500 employees - 2,050 branches, mainly located in urban areas - 6 million customers.

CRÉDIT LYONNAIS CHOOSES GLOBAL 360 AND ITS ELECTRONIC DOCUMENT MANAGEMENT SYSTEM TO IMPROVE THE SERVICE QUALITY OF THE ENTIRE BACK OFFICE

With around 6,000 employees, the DTSC* now combines all of Crédit Lyonnais France's Back Office operations.

Spread across some thirty sites, its members currently have to manage a broad spectrum of services and handle several tens of millions of pages a year.

The Division has equipped itself with the means to provide quality service in all of the fields in which it works. Restructured in 1999, the Division aims to be resolutely customer oriented. In-depth discussions on its work resulted, in particular, in the decision to introduce a system for referring to customer records in electronic form.

To meet customers' needs efficiently, improve the quality and increase the competitiveness of its services, these modern management systems appeared necessary. Early in 2000, Crédit Lyonnais decided to bring in a collective working system by incorporating, in particular, an EDM facility. It will enable operators to become more responsive and harmonise all document processing procedures.

A specification was then drawn up, taking into account the benefits of the restructuring, namely a reduction in operating costs, optimised storage, specialization by staff, faster document exchanges and greater responsiveness. This large-scale operation is a major challenge for departments that process some tens of thousands of records a year and bear the complexity of paper circuits.

The project was designed and implemented by the DSTI**. In the fourth quarter 2001, after carefully looking into the main systems on the market, it chose Global 360's Enterprise EDM solution.

It was then incorporated into the computer system by UNILOG.

"Our intention has always been to choose suppliers acknowledged on the market for the quality and life of their products" confirms Jean-Paul Bouche, Project Manager in the DTSC.

*Processing and Customer Services Division.

**Computer Services and Technology Division.

Challenges

Enabling operators to become more responsive and harmonise all document processing procedures.

Solution

G360 Image Manager; Electronic management of documents for storing, classifying and consulting documents for 35 business specific applications: Inheritance, Life assurance, Securities, Electronic cash, etc.

Results

An initial assessment shows that users are very appreciative of the improvement in customer service together with better staff responsiveness, and increased productivity resulting in an appreciable reduction in Crédit Lyonnais France's Back Office operating costs.



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The EDM application introduced will include the electronic management of all customer records processed by Crédit Lyonnais France's after-sales departments: property loans, insurance, recovery, inheritance, etc.

From new workstations installed at the sites, every operator is able to access information easily via a simple Web navigator. Once in digital form, the components making up records are consulted, processed, listed, classified and archived through the DTSC's computer system.

Running on Java platforms, the Enterprise Imaging solution fits with great flexibility into the existing computer system.

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Its practical, user-friendly graphic interface plays a part in the success of the project acclaimed by users. Implemented in October 2001, a pilot scheme was used and tested by an initial team. Deployed at two other sites during summer 2002, the "Oxygen" project will then be extended to the DTSC's thirty sites up to 2003.

Although the power of the Imaging system is one factor in its success, its intuitive use, flexibility and easy take-up actively contributed to its universal acceptance. This is because the Global 360 Imaging solution does not require users to change their working approach, but efficiently transposes their skills to a tool enabling the entire process of looking up records to be simplified. "We don't want to change users' jobs, just to introduce a new method of working that employs technology well suited to their work" says Jean-Paul Bouche.

Following implementation of the project in the DTSC, it may be extended to cover all of Crédit Lyonnais France's Front Office.

This new stage will enable document management procedures in commercial departments to be lightened to the maximum.

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Solutions

G360 Image Manager

Application

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Challenge

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Return on Investment

An initial assessment shows that users are very appreciative of the improvement in customer service together with better staff responsiveness, and increased productivity resulting in an appreciable reduction in Crédit Lyonnais France's Back Office operating costs.

"The perceptible improvement in end-users' working conditions makes it a key component in the Company, thus enabling the "Oxygen" Project to achieve two of the main targets we set ourselves: reducing processing costs and improving the service provided to the end-customer."

- Jean-Paul Bouche, Project Manager, DTSC.

