

As a major player in the consumer credit market with a presence in 17 countries in Europe, as well as in China and Morocco, Crédit Agricole Consumer Finance (CA CF) offers its customers and partners financing solutions that are flexible, responsible and tailored to their needs.

>9 Million
Customers

88.5 Billion
of Managed
Outstandings

2.2 Billion
in Net Banking
Income (at 31/12/18)

THE CHALLENGE

With over 9 million customers globally, CA CF developed a Customer Intelligence Programme to identify faults and disruption points along the customer journey in order to improve customer experience and retention and to grow revenues.

“By its very nature CA CF is a business which satisfies its customers, a customer centric business. Enhanced customer service is one of the 5 dimensions of our strategic plan.”

Didier Santini
Customer Satisfaction Manager
Crédit Agricole Consumer Finance

CA CF's Voice of the Customer (VoC) programme includes 100,000 annual feedback survey responses. The analysed results of this are made available to its entire workforce via digital dashboards. While the quantitative VoC metrics, such as Net Promoter Scores (NPS), Customer Satisfaction Scores (CSAT) and Customer Effort Scores (CES), perfectly met CA CF's business needs, it wanted to improve how it analysed the millions of verbatim comments.

THE SOLUTION

Based on state of the art Artificial Intelligence (AI), Machine Learning and Text Analytics technology, vecko is the only solution on the French market capable of understanding not just what customers are talking about but also what they are really saying and particularly WHY. The power of its AI allows the true reasons for satisfaction and dissatisfaction to be revealed, identifying major themes, opinions, intentions and risks.

A conversational, collaborative and cognitive platform

With vecko, CA CF has a SaaS solution which transforms Voice of the Customer data into customer intelligence, shared regularly across the business, enabling teams to work on improving the customer experience and managing customer satisfaction continuously.

vecko also accurately identifies the top five customer pain points and truly understands the hidden reasons behind NPS scores. This

analysis occurs at key moments during the CA CF customer journey, such as a call with an advisor, after a website visit, or providing a credit simulation.

Analysis of emotion throughout the customer journey

In addition, CA CF benefits from vecko's emotional analysis, which is unique in the French market. vecko's AI enables the automated analysis of large volumes of structured and unstructured information, accurately describing the customers' experiences to CA CF.

“For months we analysed customer verbatims manually. vecko's analysis impressed us because the solution identified the points we were working on and where we needed to drill down and take action.”

Laetitia Brochard
Customer Service Management Manager
Crédit Agricole Consumer Finance



Improve
Net Promoter Score
 (NPS)

Prevent **customer churn**,
 reduce risk of early redemption
 and **increase revenues** linked to
 revolving credit

Convert
 neutral customers
 into **promoters**

THE BENEFITS

1. Automated real time analysis

CA CF can now continuously analyse the verbatim results of surveys, with the solution handling over 80,00 verbatims per year. CA CF is very satisfied with the reliability of these results.

2. Dynamic dashboards

Using a dashboard CA CF dynamically analyses the evolution of its net promoter score. Employees also have direct access to verbatims which can be filtered based on multiple criteria.

3. Actionable analysis

Eptica's solution measures the positive or negative impact of the customer journey elements on the monthly Net Promoter Score, enabling CX improvements.

4. Collaboration around the VoC

Reports are generated by business function, enabling CA CF to disseminate them widely within the organisation and in particular to share with managers.

THE RESULTS

1. Harness the entire verbatim conversation

CA CF uses vecko to perform detailed analysis and cross-reference qualitative information contained within verbatim results with quantitative data.

2. Ability to act quickly

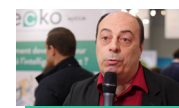
For example, vecko revealed that in some cases, clients who had sent the documents relating to their credit application didn't receive any acknowledgement of receipt and follow-up message. Apart from a high abandonment rate, this caused an increased number of calls. The Customer Satisfaction team, therefore, worked with those responsible in the organisation to diagnose the origin of the problem and provide solutions.

3. Continuous improvement

Overall, the action plan made it possible to significantly improve the NPS and reduce the abandonment rates during the loan underwriting process. The number of detractors has dropped too.

WHAT LED YOU TO CHOOSE VECKO?

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Didier Santini
 Customer Satisfaction Manager
 Crédit Agricole Consumer Finance

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Our three main reasons for selecting vecko:

1. Reliability of results: The AI within vecko guarantees a 95%+ reliability rate when it comes to analysing customer verbatim, thus enabling us to extract true customer intelligence that explains emotions, churn risks and intentions. Between 2017 and 2018, CA CF carried out a proof of concept project with Eptica, which successfully proved the reliability of vecko's semantic analysis and the solution's ease of use.
2. A partnership relationship: before even marketing the vecko solution, Eptica sought to collaborate with us on a project to co-create the solution. We have a relationship of trust with the Eptica team and we share the same mid-term vision, delivered through a partnership approach.
3. Looking to the future, openness to integrate other customer contact channels (such as email, telephony) is an important element.