



CISCO

Customer Stories



BENVENUTO
SCEGLI IL SERVIZIO
DI CUI HAI
BISOGNO OGGI

BNL
GRUPPO BNP PARIBAS

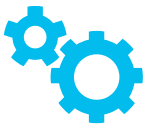
BNL
GRUPPO BNP PARIBAS

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MUTUI BNL
ASCOLTIAN
IL TUO PR
PIÙ GRAN
LA CASA.



BNL
GRUPPO BNP PARIBAS



Industry

Financial Services



Size

19,000 employees

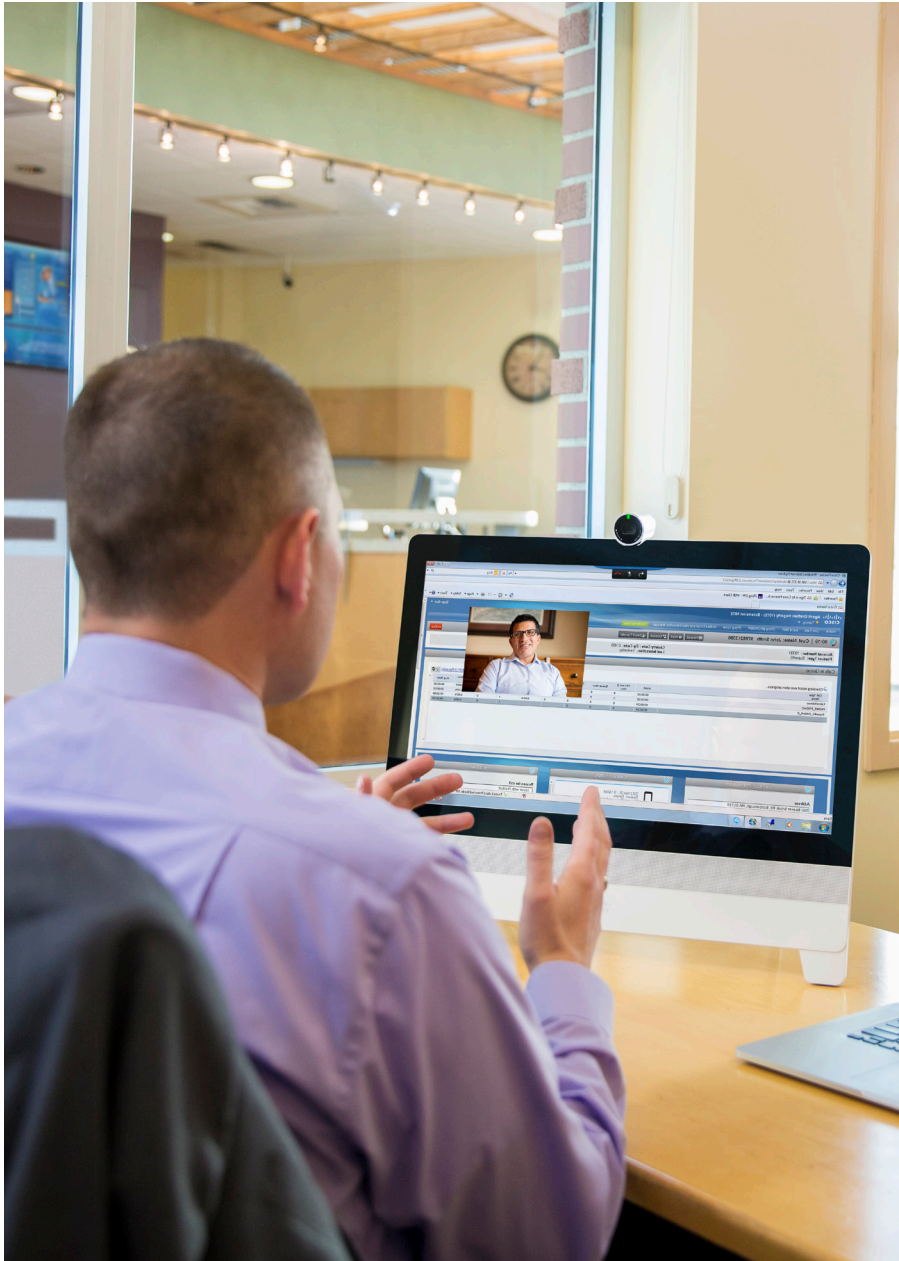


Location

Italy



BNL Gruppo BNP Paribas



There's a relentless logic in retail banking today.

Your most profitable customers have the busiest lifestyles. So the answer's easy. Design your services around the fact they're time poor.

Not only will they stay loyal and buy more, but you'll find it easier to attract others of the same ilk. BNL Gruppo BNP Paribas is doing just that.



Barrierless banking

Keeping your most profitable customers keen

Before, clients visiting their local BNL Gruppo BNP Paribas branch might have wanted to consult with experts on the spot. Even when this was possible, the conversation wasn't always able to tap into the wider knowledge base among other banking specialists.

Now, they can use their closest branch to virtually meet those remote experts.

“They might need, for example, advice about mortgages or investments in private,” explains Giuseppe Parenti, voice and network architect. “With Cisco TelePresence, geography is no longer a barrier. We offer a higher quality service, bringing central expertise to them, while insuring best use of our own resources.”



Solution

- Bringing banking experts face-to-face at branches using Cisco TelePresence® system
- Making corporate client meetings completely convenient with Cisco Jabber® technology
- Energizing the customer interface with Cisco® Unified Contact Center Enterprise
- Integrating banking operations with Cisco Enterprise Networking along with TelePresence and WebEx® collaboration tools



Digital transformation



“We’re saving our corporate clients time by offering video calls from their offices. Now, they don’t need to travel. It’s like our experts are in the same room.”

Giuseppe Parenti
Voice and Network Architect
BNL Gruppo BNP Paribas

Experts on-the-spot at every touchpoint

Extending Cisco video collaboration tools to consumers and corporate clients makes BNL Gruppo BNP Paribas stand out in the fiercely-competitive Italian financial services marketplace.

Some 150 mobile sales consultants use tablets running Cisco Jabber technology. They can instantly set up face-to-face conferences with BNL Gruppo BNP Paribas finance professionals—for example, to access tools better suited to the client’s target markets and business goals.



Greater engagement

Everything's unified

Greater customer engagement is helping the bank reduce sales cycles and speed time-to-revenue.

Meanwhile, a fast, reliable Cisco® network unifies offices, branches, contact centers, ATMs, and other customer-facing operations. Collaborative tools like Cisco IP Phones, video conferencing, and WebEx help BNL Gruppo BNP Paribas staff collaborate everywhere.

Customer service at various multisite locations has been unified by Cisco Contact Center Enterprise, providing around 1000 agents with customer data at their fingertips.





Soaring sales

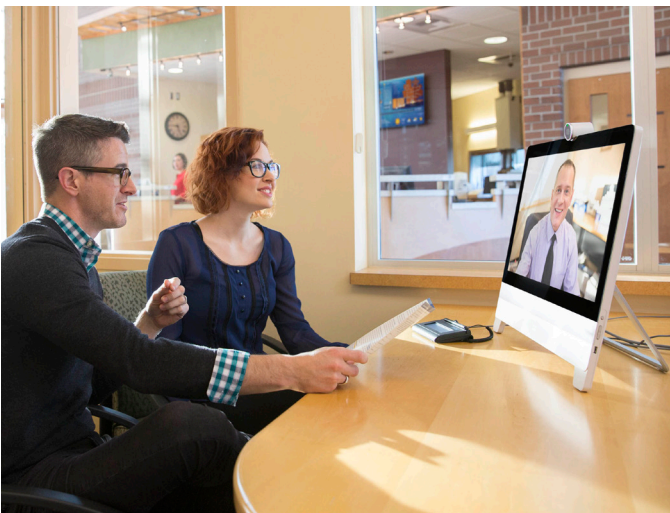
Translating to competitive advantage

BNL Gruppo BNP Paribas is seeing better customer satisfaction and retention rates. Streamlined digital processes have boosted productivity among experts. Total sales have risen by 12 percent. Cross-selling has also improved. On average one extra product is sold per remote consultation.



“Customer satisfaction results are generally higher for meetings supported by remote experts and Cisco TelePresence”

Giuseppe Parenti
Voice and Network Architect
BNL Gruppo BNP Paribas



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