

BANQUE ACCORD DEVELOPS CROSS-SALES USING BUSINESSOBJECTS™ SET ANALYSIS

“Our database contains 2.5 million customers and about 15 different product offerings. BusinessObjects Set Analysis gives us the capability to develop our cross-sales by targeting our products and services at those customers who are the best match.”
 Frédéric Muggéo, Head of Business Intelligence Projects, Banque Accord



Industry

Retail bank

Business Process

Marketing

Challenge

Banque Accord sought to tap the potential of its customer database to improve customer relationships and switch from a product focus to a customer focus.

Why Business Objects?

Prior to working with BusinessObjects solutions, extending a selection tree could take from six to eight hours; today it takes minutes. Business Objects facilitates customer targeting, and refines customer knowledge and cross-selling opportunities.

Business Objects Products and Services

BusinessObjects XI Release 2

BusinessObjects Set Analysis

BusinessObjects Web Intelligence

CHALLENGE

Banque Accord specializes in the distribution of financial products and services such as loans, saving, insurance, and credit cards. The company's mission is to adapt the rules that have proved successful in the field of retail distribution to the financial services sector, by offering consumers discounted products that are simple but innovative. Over the last 20 years, Banque Accord, a subsidiary of the Auchan Group, has developed its product-based approach and now has about 15 different product offerings. Banque Accord is in the process of implementing a new customer-focused company strategy under the CAP Clients name, deploying the strategy via a range of diverse channels, including call centers, emails, account statements, and so on.

Every month, statisticians in the marketing research department identify about 1.5 million target customers. The selection process involves the expansion of decision trees, extracted from part or the whole of the customer database. These decision trees are used by the statisticians to define customer eligibility for specific products. The multistage process takes into account about 250 indicators such as years as a customer and sales pressure per product type (for example, savings, revolving loans, bank cards, services, and so on).

The marketing research department was limited by the tools available to them. IT management commenced the search for a solution better adapted to a multiproduct, multichannel approach, enabling better knowledge and use of the potential within the bank's database of 2.5 million customers. “We first of all looked at rule-driver type solutions, but when we examined the requirements in more detail, it became apparent that we actually needed a selection driver,” recalls Frédéric Muggéo, head of business intelligence projects at Banque Accord.

APPROACH

One of the marketing team's priorities was to reduce processing time as far as possible, while at the same time retaining control over selection rules. Banque Accord launched a bid process in June 2006 and performed a proof of concept with a set of selection rules applied to the whole customer database, using three short-listed software tools.

For its business intelligence (BI) platform, Banque Accord selected software from Business Objects, an SAP company. The company is using BusinessObjects™ XI Release 2 solutions that include BusinessObjects Set Analysis software and BusinessObjects Web Intelligence® software to improve targeting of products at eligible customers.

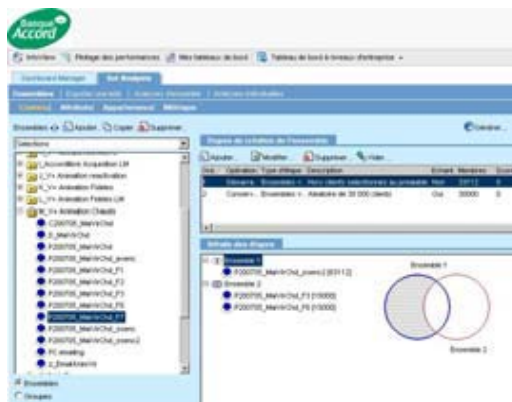
Having proven the flexibility and power of BusinessObjects Set Analysis, IT implemented the Business Objects solution in September 2006. Three months later, the marketing department received its first application batch.

Marketing statisticians are now able to access all of their BusinessObjects Set Analysis selections through a BusinessObjects Web Intelligence reporting portal. Their selections are made in three phases: first, indicators such as years as a customer, eligibility for products or sales pressure are supplied to serve as the business rules. Set Analysis performs the target selection – for example, from the customers who already have a savings product, those who bought a product as a result of the first campaign would be excluded. The remaining

customers are then targeted and ranked in relation to each other. A third set of rules is applied to the sampling carried out on the pool of potential customers. The result is a finely honed selection. Within the portal, users also have control reports, providing them with facilities to prevent duplicate requests, for example. When the selection is ready and has been validated, it is extracted as a flat file and it just needs to be distributed to internal users via the intranet or extranet. The sales department, for example, may wish to run an “outgoing calls” campaign or outsource a campaign to a direct marketing agency that takes responsibility for the whole operation.

Business Objects presales and consultancy teams assisted Banque Accord in setting up the qualification server and defining its operating parameters, which include automated processing, triggering mechanisms, and controls for calculation rules. Business Objects transferred knowledge in a single review day, which was held in-house, equipping the users with all they needed to run BusinessObjects Set Analysis themselves.

RESULTS



“Today, BusinessObjects Set Analysis provides us with the capability to easily and rapidly cross-refer databases. The users who own the system are independent – they can enter and interpret the rules themselves without requiring support from IT, and so have a much better response time,” says Frédéric Muggéo appreciatively. The greatly improved response time is explained by the fact that instead of taking eight hours, the expansion of the selection tree now takes less than an hour.

Additionally, it offers greater refinement, with four times as many rules as previously. “We’ve gone from 53 rules to over 150, which means our selections are much more effective,” says Muggéo. Moreover, the technology provides more in-built functions. For example, the tool presents the scattering and retains a count of the number of customers incorporated in each stage. The relevance of the selection criteria is therefore quantifiable, which Banque Accord analysts see as a particular strength. In addition, the Business Objects tool provides a better view of the interaction between the databases and is able to manage distinct groups, which facilitates inter-product research. And finally, the interface’s great ease of use has been welcomed by the users.

BusinessObjects Set Analysis is a basic but essential building block in Banque Accord’s business development strategy. Now, the sales team has all the information it needs to promote several associated products or services without overloading customers. In short, with refined targets, Banque Accord works more effectively and more rapidly, and has all the keys it needs to increase cross-selling opportunities and develop cross-sales business. Banque Accord also intends to use BusinessObjects Set Analysis for new customer prospecting.

Muggéo concludes, “We use four times as many rules and the time it takes has been cut by a quarter, for selections that are more relevant. Moreover, the user-friendliness of BusinessObjects Set Analysis means that its has been accepted very quickly by the marketing research department.”

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