



“Contextor was a real blast for our users and IS teams.”

Didier Le Palabe - IS Director, BNP Paribas Lease group

Executive Summary

BUSINESS CHALLENGES

- » Quickly improving productivity for newly created front office teams.
- » Urgency in finding a cost-effective solution for the company.
- » Spread and share new processes with other subsidiaries.

SOLUTIONS

- » Two days Proof of Concept
- » Improved transactions through Contextor: removing tedious tasks and processes.
- » Joint effort between IT, Business support, and organisation teams to globally address the issue at hand.

RESULTS

- » 45% productivity increase for the Spanish subsidiary.
- » 15% productivity increase for the Belgian subsidiary.
- » Quick wins, measured profits, and productivity improvements. Long term benefits for all teams involved.

KEY FIGURES

100,000

Yearly process iterations

45%

Productivity improvement in Spain

8 Hours

User appropriation

2 Days

Proof of Concept delivery

6 Weeks

Time to Market

2 Months

First project ROI

Client

Since 2006, BNP Paribas division has merged BNP Paribas Lease Group, Arius, Artegy and Arval. Its 3,300 employees manage all of the Group's leasing activities with related services for companies. BNP Lease Group's total business volume was 6.7 billions euros in 2009 with a net banking income of 600 million euros.

Business Challenges

After migrating entities in the new information systems, a sizeable decrease in front office teams productivity was measured. Given the impact it had on the business, a scalable solution had to be found in a timely fashion.

Solutions

While analyzing the situation, it appeared the Belgian entity was "best-in-class" when it came to business productivity. It was chosen to use this entity as a pilot and share confirmed improvements with other entities.

Contextor was chosen as a lightweight software tool to eliminate tasks with lesser values, in real-time, and directly implemented on the workstation. Until utilizing Contextor, every tool/solution considered implied GUI modifications in existing applications, which were costly and time-consuming.

Contextor SAS released a Proof of Concept in two days which demonstrated its ability to positively impact the processes in a timely fashion.

About Us

CONTEXTOR SAS is the European leader in creating functional integration solutions for workstations. For analysts (Gartner, Forrester, CXP), Contextor provides a simple and unified automated work environment for customer-focused employees. Contextor has been deployed in different industries: Banking/insurances, Distributions/Telco, Energy, Public sector and services.

Contextor has demonstrated:

- » Quick and sizable agent professionalization
- » Better compliance with standards and legislation
- » Lowered operational costs (ROI of a few weeks)
- » Reduced user stress and increased motivation
- » Increased up-sell revenues

Contextor maximizes your customer relationship. Contextor has accelerated its "SMART SOLUTIONS" international growth.



Users welcomed and appropriated Contextor in a matter of hours. First project ROI was achieved in a couple of months.

Contextor also helped us seamlessly improve policy compliance rates, which was a nice side benefit!

Time was the essence and we were positively impressed with Contextor's Time to Market.

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