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BNP Paribas entrusts Steria with its 2,200-branch retail banking network

BNP Paribas has selected Steria to operate the Help Desk for its France retail banking network. Steria will provide an industrial, flexible solution specially tailored to BNP Paribas' requirements. These services will be provided from Steria's platform in Roanne, which is taking on 56 new employees to fulfil one of France's largest help desk contracts.

Developed through the Group's expertise in conducting major industrial projects and based on best market practices, the implementation of Steria's project management and processes will enable BNP Paribas to optimise its help desk performance and strongly increase satisfaction among its 35,000 users.

A sizeable challenge for Steria, as not only is it handling all local-network calls, it will guarantee a strong commitment to quality of service, making this project a genuine showcase for retail banking in France.

Help desk support is provided from a secure, dedicated platform at Steria's site in Roanne. Thanks to Steria's active work with its local partners in Roanne, 56 new experienced help desk agents, who have been trained in the BNP Paribas environment, were all hired in under three months.

Philippe Borfiga, Steria France's Facilities Management Director, says: "Our wealth of experience across help desk functions meant that we could offer BNP Paribas a pragmatic solution that affords them higher quality of service coupled with the support of an efficient and effective industrial partner."

"The dedication and professionalism shown by Steria's teams has allowed the project to be launched under optimum conditions and in line with the original schedule. The continuous improvement process based on a genuine partnership with Steria, is well and truly on track," adds BNP Paribas Network IT Manager Pascal Pincemin.

About Steria: www.steria.com

Steria delivers IT enabled business services which help organisations in the public and private sectors operate more efficiently and profitably. By combining in depth understanding of our clients' businesses with expertise in IT and business process outsourcing, we take on our clients' challenges and develop innovative solutions to address them. Through our highly collaborative consulting style, we work with our clients to transform their business, enabling them



to focus on what they do best. Our 18,300 people, working across 16 countries, support the systems, services and processes that make today's world turn, touching the lives of millions around the globe each day.

Founded in 1969, Steria has offices in Europe, India, North Africa and SE Asia and a 2009 revenue of €1.63 billion. 19.3% of Steria's capital is owned by its employees. Headquartered in Paris, Steria is listed on the Euronext Paris market.

About BNP Paribas

BNP Paribas (www.bnpparibas.com) is one of the six strongest banks in the world according to Standard & Poor's* and the largest bank in the eurozone by deposits. With a presence in more than 80 countries and more than 200,000 employees, including 160,000 in Europe, BNP Paribas is a leading European provider of financial services on a worldwide scale. It ranks highly in its three core activities: Retail Banking, Investment Solutions and Corporate & Investment Banking. In Retail Banking, the Group has four domestic markets: Belgium, France, Italy and Luxembourg. BNP Paribas is rolling out its integrated model across the Europe-Mediterranean zone and boasts a large network in the United States. BNP Paribas Personal Finance is the leader in consumer lending in Europe. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe and solid and fast-growing businesses in Asia.

*Within its peer group

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