



# COHERIS

Global Relationship Management

## AIG ME France choses COHERIS CRM

Coheris has been chosen by AIG ME France, a subsidiary of the AIG Group and one of the world leaders in insurance, to implement Coheris CRM Web in its Front, Middle and Back office departments. The software will enable its seventy users to handle all incoming phone calls and emails allowing AIG to follow up its regular advertising campaigns, marketing operations and contracts more efficiently and effectively.

AIG ME France has been operating since 1999 and was founded to distribute and manage insurance products via direct marketing operations. It offers a wide range of insurance products which are distributed under its own brand or through partners.

AIG ME chose Coheris CRM in order to optimise the incoming contacts management and to improve collaboration between the different departments in the company. Bids were opened in January 2006 and Coheris CRM Web software stood out amongst the other applicants. Coheris' proposal met AIG ME's precise specifications: a single supplier, rapid implementation, integration with CTI and AIG's other systems and a commitment to meeting deadlines and achieving results.

As both a software publisher and integrator, Coheris provided support to AIG ME at each stage of the project, from the initial functional specification to the final implementation of the system which began last November. The project consists of E-mail, CTI and Integration modules.

Using the Coheris CRM Web application, AIG ME's teams will benefit from a comprehensive view of each of their customers: a full history of their contact details and direct access to all data relating to contracts.

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## About Coheris...

CRM, Business Intelligence & Collaborative Business software provider, Coheris proposes a global offer based on its complete range of software and services (marketing, sales and customer services automation, mobility, Intranet, Business Intelligence), multidisciplinary consulting teams as well as a technological partners and integrators network composed of the major players on the market.

Leader on the CRM European market, Coheris group has more than 1000 references worldwide.

Coheris has been quoted on the Eurolist market of Euronext Paris (compartment C) since June 30<sup>th</sup> 1999 (ISIN: FR0004031763 / mnemonic: COH / Next Economy Segment).

