

## Press Release

### **adesso supports Cortal Consors in lead management**

IT process management optimizes the structural allocation of leads to Cortal Consors' agents

***Dortmund, 29 July 2008 – Cortal Consors relies on the IT competence of the adesso AG at optimizing the direct bank's lead management. The adesso experts for sales systems supported the bank in standardizing the grown coexistence of different systems in order to allocate requests to the proper expert in real-time. Consequently, Cortal Consors was able to increase the efficiency in customer and prospect transactions. The adesso AG brought her long-term experiences in the finance and insurance sector as well as her exquisite competencies in process implementation into the project.***

During the last years, Cortal Consors Germany has transformed from a mere online discount broker into a leading direct bank with consulting services. Particularly, the business with the unit "Selection" grows tremendously and is characterized by different, historically grown distribution channels. Thus, it was necessary to build up consistent structures, which allow for future growth. The hugest challenge was the setup of an effective lead management. While winning leads had already worked well, the actual processing of leads by non-synced distribution mechanisms and a non-existent overall access, incl. tracking, stagnated.

This resulted in an overprovision of single consulting teams, while other teams had not been supplied at all or only insufficiently. The IT consultants of the adesso AG were tasked with analyzing the existing infrastructure and with evaluating the different systems. The project's goal was to assign leads from various sources, like online or phone requests and personal interviews, as automated as possible and to allocate them to the proper Cortal Consors experts, according to the client's requirements. Moreover, integration into lead

tracking and Customer Relationship Management (CRM) had to be provided. In a next step, this integration allowed to reduce lead times, to generate distribution impetus and to allocate leads equally among the consulting teams by using standardized escalation mechanisms.

First of all, the adesso experts designed an ideal process example together with the responsible contact persons of Cortal Consors. This process was intended to be future-proven in order to satisfy the entitled services and the expected growth. adesso developed a concept with exact implementation suggestions based on the existing systems in order to improve the lead management and moreover, to reduce the reaction time.

The IT and process experts of Cortal Consors were supported by adesso consultants during the implementation. Michael Bosse, head of CRM in the division consulting select at Cortal Consors Germany states: "Our partner adesso developed convincing results within a very short time: They have not only analyzed our actual status well-grounded, but also developed a precise technical concept, which we could realize immediately. With this, we reduced our administration efforts tremendously, we accelerated our consulting processes to an average of 30% and we are able to serve our customers more accurately. We feel well prepared for further growth now."

### **Cortal Consors**

Cortal Consors, a company of BNP Paribas, is a leading European direct bank for private financial investments and online trading. Cortal Consors offers a broad package of investment products and services to customers in Germany, France, Spain, Belgium and Luxemburg.

*approx. 3.850 characters*

### **adesso AG**

With more than 500 members of staff and seven headquarters, adesso is one of the leading IT providers in the German-speaking regions. The core business processes of the customers manifest the focus of consultancy and software development of adesso. These processes which are important for business success are becoming ever more flexible and productive by the clever implementation of information technology.

adesso customers, who are mainly large and medium-sized businesses, appreciate the long-term experience of the consultants and software developers resulting from complex and often international tasks. adesso also offers fixed prices for software development projects which are of a large-scale nature, thus granting customers financial security. adesso very much puts an emphasis on members of staff with an entrepreneurial spirit who act with a high degree of communicative competence and who know about and master the special tasks of the customers in their respective branches. Their corporate culture is characterized by transparency, also in the context of internal communication, and by members of staff who strongly identify themselves with adesso.

adesso was founded in Dortmund in 1997. The share is listed on the regulated market. The most important customers are Allianz, Hannover Rück, Westdeutsche Lotterie, Zurich Gruppe, DEVK, BKK Bundesverband und DAK.

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