

Banque Populaire des Alpes selects Comarch Loyalty for Banking

KRAKOW, POLAND, March 4, 2015 /EINPresswire.com/ -- Banque Populaire des Alpes, a regional entity of the French Group BPCE, has chosen the [Comarch Loyalty for Banking](#) solution to develop its new loyalty program called Fidéo.

Dedicated to all the customers of Banque Populaires des Alpes, the loyalty program Fidéo awards its members depending on numerous criteria as e.g., seniority, savings, expenses realized with the credit cards, subscribed banking services, as well as important events in their lives and in their relation with the bank.



The program runs on the basis of the Comarch Loyalty for Banking solution, selected by Banque Populaire des Alpes in an RFP process and deployed by the Comarch integration team. With several modules, the solution stands out due to its large functional scope, flexibility to adapt to unique nature of each project, and almost unlimited capacities of its rule engine, ensuring to set-up a dynamic and scalable program.

'Managed entirely by the bank, the solution consists of the central Administration module – a heart of the tool where the program is managed and animated on 360°, as well as the Intranet module for advisors in agencies, Customer Web Portal for the members, the Contact Center module for bank partners, and the Communication module, all of them adapted to specific needs of the bank', underlines Marcin Romanowski, Finance & Banking Market Manager, France, Comarch.

'The features of the platform, as well as the numerous banking references and from the customer loyalty area convinced us to select the Comarch Loyalty for Banking solution. The real strength of Comarch was to make the loyalty program, which we had entirely designed, operational... that says a lot about their flexibility and technology performance', says Nicolas Poughon, Marketing, Communication and Quality Director at Banques Populaire des Alpes.

'Launched in May 2014 the program is a big success among the customers which subscribed to it and benefit of numerous banking and also non-banking advantages', clarifies Mickael Annequin, Marketing Studies Manager at Banque Populaire des Alpes.

Banque Populaire des Alpes, member of the BPCE Group, provides all banking and insurance services focusing on close relation with customers. With more than 400 000 customers (among which 143 000 shareholders) 168 agencies and 1 600 employees, Banque Populaire des Alpes places among the leaders on its territory, which extends to 8 departments, from the Alpine arc, through

Savoie/Haute-Savoie to Alpes-de-Haute-Provence.

Comarch is one of the leading international software houses and systems integrators of central Europe, based in Krakow, Poland. Comarch provides services in areas such as telecommunications, finance and banking, services & trade, public administration, and SMEs. Its services include, among others, billing systems, enterprise resource planning applications, IT security and architecture, management and outsourcing solutions, customer relationship management and sales support, electronic communication and business intelligence.

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