

CASE STUDY

How to provide your customers with quick
access to information from anywhere,
at any device, and at any time?



BNP PARIBAS
LEASING SOLUTIONS

OVERVIEW

BNP Paribas Leasing Solutions is a European leader in asset financing. The company is a part of the BNP Paribas Group, a leader in the Eurozone and a key player throughout the international arena. BNP Paribas Leasing Solutions was looking for a proven solution that would provide end customers with **quick access to information from anywhere at any time**. At the same time, with many requests from lease customers of varying priority or difficulty, the new solution was intended to act as **a single, user-friendly, and self-service communication platform**.

SOLUTION

Ailleron has gathered all the key requirements of BNP Paribas Leasing Solutions:

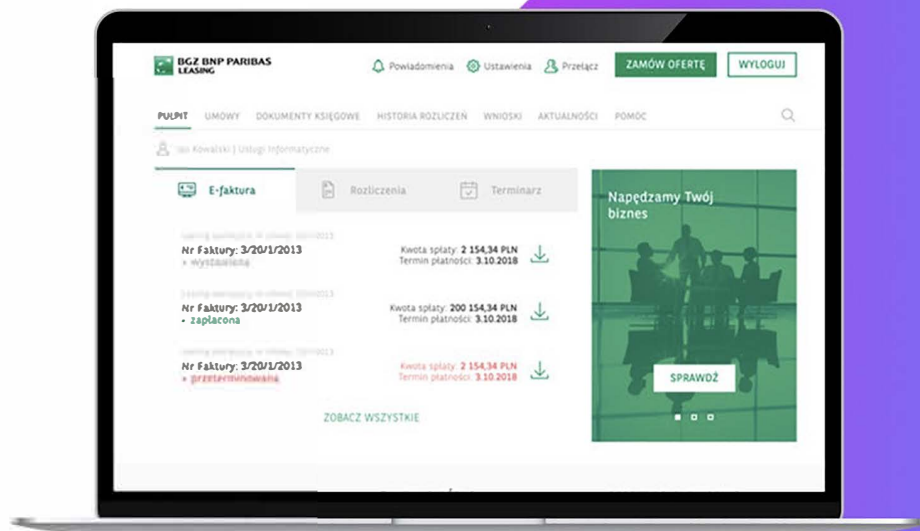
1. Provide all customers with fast access to information from any location and device.
2. A single communication channel allowing effective information exchange between end customers and BNP Paribas Leasing Solutions.
3. High quality of the UX/UI layer that meets the specified requirements of BNP Paribas Leasing Solutions.

Responding to the aforementioned needs, we proposed the **LeaseTech Customer Platform** solution - a self-service platform that streamlines multi-channel communication and customer service processes. We have also used our diverse and extensive experience in the financial industry to create top-quality software with unique "tailor-made" features for our business partner.

The work of the two project teams, on BNP Paribas Leasing Solutions and Ailleron's sides, began with a thorough analysis of our client's needs and with many inspiring workshops, including:

- gathering the needs and expectations of end customers based on a series of focus interviews and their analysis during joint workshops with Ailleron,
- proposing ideas during creative Customer Experience workshops,
- design Sprint workshops, using survey and focus research, to design the best consumer experience with the highest quality of UX/UI.

Understanding customers' preferences and needs was a key milestone during the new platform implementation. Based on this knowledge we have decided to design additional functionalities, such as advanced integration with Bank BNP Paribas' eBanking platform, and accessibility of the LeaseTech Customer Platform across multiple channels.



Following the implementation of the LeaseTech Customer Platform, the BNP Paribas Leasing Solutions team has improved its customer service processes, but also gained a thorough understanding of customers' needs and preferences. In the long term perspective, it will certainly have a strategic impact on our partner's business development.

BNP Leasing Solutions can now, among other things, offer its customers:

- full access to customer's contract information, including payment schedule details – and possibility to self-modify some of the data,
- 24/7 access to complete accounting information including settlements and underlying documents,
- access to various documents that have to be shared with the customer, including e-invoices,
- online filling and processing of applications,
- responsive Web Design (RWD) technology, which provides easy access to the system from any device (smartphone, tablet, laptop) and from anywhere.

Thanks to the implementation of LeaseTech Customer Platform, BNP Paribas Leasing Solutions has enhanced efficiency of customer service processes, and decreased the number of distributed paper invoices – ultimately significantly reducing operating costs.

Quote:

"In today's business environment, quick access to verified information is of crucial importance. The LeaseTech Customer Platform allows our customers to contact us regardless of location or time of the day, using desktop or mobile tools – depending on personal preferences. Thanks to the advanced functionality of the platform implemented, BNP Paribas Leasing Solutions can answer these customer needs."



Natalia Czubek,

BLS Development Coordinator, Product Owner
BNP Paribas Leasing Solutions

Do you need a similar solution in your company?

[Request free consultation](#)