

PRESS RELEASE

Groupama Asfalistiki Printing Management, by Cognity

Athens, April 5th 2018 - Cognity has successfully implemented the Printing Management project of Groupama Asfalistiki insurance company in Greece. With this project, Groupama Asfalistiki, has achieved its goals for cost reduction, comprehensive process automation, monitoring and increased flexibility in designing and printing personalised documents for its customers.

Cognity was selected by Groupama Asfalistiki for the project, via an RFP process, in which Cognity excelled due to its long experience in CRM & Cx and its specialised knowledge in Omni-Channel Customer Engagement. Cognity understood Groupama Asfalistiki's advanced needs and for this reason selected Converse, the best-of-breed, next generation, Customer Communications & Engagement solution of Ecrion.

Cognity completed the first phase of the project, created the core infrastructure and the new processes for Printing and Customer Communications Management (CCM), produced a series of key personalized documents for Groupama Asfalistiki and brought results from the 1st day of operation.

As Mr. Papathanasiou, IT Manager of Groupama Asfalistiki, stated "We started this project with a strategy to reduce our operating costs and at the same time make a difference in Customer Experience. We chose the innovative solution of Converse by Ecrion and Cognity for the implementation of the project. We had an excellent collaboration and we did a successful project in an aggressive timeline. The reduction in operating costs is estimated at 33%".

Cognity is currently implementing the 2nd phase of the project, during which Converse is covering a multitude of new, complex and interactive documents, as well as new CCM processes and channels (Web, Push, Email, SMS), upgrading the Customer's Experience with Groupama Asfalistiki.

Ecrion is represented by Cognity, for Greece and the region. Ecrion produces innovative Customer Communications & Engagement solutions for organisations who want to create authentic, personalized, 1-to-1 communications with their customers via multiple channels (omni-channel). Ecrion Converse is a modern, extensible and powerful platform that supports enterprise-scale on-demand, batch and interactive communications.

Cognity is a leading provider of comprehensive Digital Transformation & Enablement solutions, with presence in Europe and the Middle East. Cognity's mission is to help its customers move into the digital age, while achieving their business goals. It implements and supports world-class digital solutions, cloud and on-premise. It has successfully implemented large-scale, integrated and complex projects in Customer Experience (Cx) & CRM, Billing, Order Management, SOA/ESB, Portals, eCommerce & eCare, Customer Communications & Engagement, Master Data Management, Data Governance, Campaign Management, BI & Analytics, Mediation, Revenue Assurance, Service Management. It has a wide range of clientele in Telecoms, Banks, Insurance, Retail and other industries in over 20 countries.

For more information please visit www.cognity.gr