

*Press contact*

*Caroline Peyrat*

*Tel.: +33 1 47 54 50 66*

*Email: [caroline.peyrat@capgemini.com](mailto:caroline.peyrat@capgemini.com)*

## **Capgemini Wins Banker Technology Award 2006 for CRM Transformation Project at Czech Savings Bank**

**Paris, June 15<sup>th</sup> 2006** -- Capgemini has won the Customer Experience Award in the Banker Technology Awards 2006 for its outstandingly successful CRM project at the Czech Savings Bank. The award was announced on 8<sup>th</sup> June at the awards ceremony at the Sheraton Park Lane Hotel, London.

The project, completed earlier this year, involved a major programme of business and IT change that has transformed the customer experience by putting customer focus at the centre of the bank's strategy and operations. It has also changed the processes and technology for the daily work of some 8,000 sales and service personnel at the bank's 650 branches.

Commenting on the project, John J. (Jack) Stack, the bank's CEO, said: 'CRM has given birth to a new way of doing business at Czech Savings Bank. It has brought us into the 21<sup>st</sup> century, and we count on CRM to help us achieve our business targets.'

Dieter Harreither, Head of CRM Consulting for Capgemini Central & Eastern Europe, who led the team which carried out the winning project in collaboration with Czech Savings Bank, commented: 'CRM is revolutionising the retail banking scene worldwide and we are proud to be prime movers in that revolution. I warmly congratulate the Czech Savings Bank and my own team on their well deserved victory in these important awards.'

The Banker award judges said: ‘Capgemini showed a remarkable set of integration talents in pulling together this CRM solution, with components from several vendors and representing the largest investment in IT and business transformation the bank has ever made. The holistic strategy, taking into account both operational and technology changes, appears to have paid off, giving clear advantages that translate into increased profitability, brand awareness and reduced call answering times for customer service.’

The Czech Savings Bank (Česká spořitelna) is the leading retail bank in the Czech Republic with 5.4 million customers in a nation of 10.2 million people.

### **About the Capgemini Group**

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, which it calls the Collaborative Business Experience. Through commitment to mutual success and the achievement of tangible value, Capgemini helps businesses implement growth strategies, leverage technology, and thrive through the power of collaboration. Capgemini employs approximately 61,000 people worldwide and reported 2005 global revenues of 6,954 million euros. More information about individual service lines, offices and research is available at [www.capgemini.com](http://www.capgemini.com).

