

GeoConcept NAVTEQ solution optimises sales network of the Caisse Interfédérale Sud Europe Méditerranée.



Crédit Mutuel Sud Europe Méditerranée (CMSEM) has chosen a GeoConcept solution using NAVTEQ data to set up new sales outlets within its territory and develop its client base.

Challenge

A co-operative mutual bank, Crédit Mutuel is made up of a network of regional federations that are in close contact with their respective areas and thus highly responsive. Each part of the company creates its own strategy and tailors it according to local trends. From a growth perspective, Crédit Mutuel Sud Europe Méditerranée wanted to revitalise its sales network by focussing on two priorities:

- setting-up new local branches
- increasing its client base.

Solution

In order to optimise its point-of-sale network, GeoConcept SA has been providing since 2003 the strategic marketing wing of Crédit Mutuel Sud Europe Méditerranée with a powerful decision-making tool called Sales&Marketing Expert. This tool allows them to:

- create replayable, dynamic analysis scenarios
- Instantaneously create primary, secondary and tertiary trading areas over multiple sites, with automatic update of statistical fields in the areas created
- automate analyses and reports.

The use of GeoConcept technology adds a predictive dimension to CIF SEM's analyses that can be used to obtain highly optimised simulations of the creation of new sales outlets, and to obtain accurate estimates of potential turnover in different areas.

Using NAVTEQ mapping, all the information stored in the company's information systems is transformed into an integrated knowledge base.



THE CHALLENGE

- CMSEM is a new organisation comprising 1674 employees in 136 branches spread throughout the south-east of France.
- Looking for accurate business opportunity research.
- Need to localise customers and prospects in relation to existing outlets.
- To identify potential areas for opening new outlets and evaluate the risk of cannibalisation between outlets.

THE SOLUTION

- GeoConcept's Sales&Marketing Expert solution.
- The creation of dynamic, replayable analysis scenarios
- The instantaneous creation of trading areas

THE BENEFITS

- Precise estimate of potential turnover.
- Measurement of sector share repercussions.
- Better analysis of competitors' situation.

Benefits

By combining user-friendliness with professional features, the GeoConcept solution meets the demands of Crédit Mutuel. Calculation of isochronous zones, definition of trading areas, measuring attractiveness and coverage zones, database coupling etc.

For marketing study project managers, it has multiple uses, since they are regularly consulted by branch managers eager to gain a perfect understanding of their respective territories.

“The increasing number of requests that we receive here in Strategic Marketing confirms for us at least that geomarketing is now an essential tool, especially for prospecting operations, either in the private or professional market.

GeoConcept meets this demand perfectly, and allows us to produce comprehensible local studies swiftly and conveniently”, concludes Isabelle Bertrand.

About GeoConcept SA

First leading European editor of Geographical Information Systems, GeoConcept SA is one of the main world providers of cartographical optimization technologies for professionals. GeoConcept, an avant-gardist company, is the unique “conceptor” of innovative solutions aiming at deeply improving the efficiency of companies and organizations. By combining geographical information and optimization tools, GeoConcept invented “geoptimization”, that is to say business optimization through the intelligent integration of geographical information into the systems. Benefits from geoptimization can apply to various fields such as geomarketing, territory management, crisis management, mobile forces management... GeoConcept solutions meet the needs of various customers, whether from the public or private sectors (PSA Peugeot Citroën, Groupe Banque Populaire, Darty, Orange, Groupe Saint Gobain, IMS Health, JC Decaux, Kelkoo, La Poste Belge, Wall-Mart Group, Chronopost, CB Richard Ellis, Bordeaux town council, Marseilles town council, Osaka town council, Gironde regional council, Ile-de-France county commission, more than 80% of the French Fire and Rescue Department Services...) GeoConcept solutions are already available in 7 languages. GeoConcept has now more than 10.000 customers, with 105.000 licensees set up in 30 countries.

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About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately xxx employees located in xxx offices in xxx countries. Its European headquarters are in Veldhoven, Netherlands. For more information, visit www.navteq.com.

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How NAVTEQ helped?

- Updated data for relevant studies .
- Precise & homogeneous data for geocoding .
- Exhaustive data (road networks, tracks, points of interests...) for relevant market radius.
- Fluid reading of the data on mapping .

“GeoConcept Sales&Marketing Expert allows us to make the best use of geomarketing functionality and also saves us time. This tool is now well known and perfectly integrated within the company. It’s a real factor in our success.”

Isabelle Bertrand
Strategic Marketing Manager



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