



Fiditalia S.p.A.
Milan, Italy
www.fiditalia.it

Industry:

Financial Services

Annual Revenue:

US\$3.4 billion

Employees:

730

Oracle Products & Services:

PeopleSoft Enterprise Customer Relationship Management
Oracle Portal

Oracle Partner:



Atos Origin
www.atosorigin.it

“The solution constructed with Oracle’s PeopleSoft Enterprise Customer Relationship Management has allowed us to improve every aspect of our customer relations.” – Paolo Torelli, Head of Information Systems Management, Fiditalia S.p.A.

Fiditalia Offers Flexible Information Systems to Support Development of Consumer Credit

Fiditalia S.p.A. has been one of Italy’s biggest consumer credit companies for 25 years, with more than one million active clients today. The company has 30 branches countrywide and more than 100 exclusive Fiditalia agencies offering custom-tailored financial solutions. In 2002, the international banking group, Société Générale, became the company’s sole shareholder, leading to an internal reshuffling of the company with the goal of conquering new market shares. In 2005, the investment paid off with a growth rate of 18% over the previous year. This reorganization also resulted in increased company visibility through licensed agents and Fiditalia agencies.

Challenges

- Implement a solution consistent with the development of a customer service-oriented architecture
- Replace the outdated customer relationship management (CRM) system, with no loss of information nor functionality, to rapidly provide new services to clients
- Integrate the IT system to ensure it offers valid support for corporate strategies
- Extend specific business information to new channels such as home banking, Internet, IVR (Interactive Voice Response), and SMS messages, as well as to existing channels such as inbound and outbound call centers

Solution

- Worked with Atos Origin to implement Oracle’s PeopleSoft Enterprise Customer Relationship Management to deliver a user-friendly, high-performance solution, particularly in the area of personal loan services
- Increased efficiency of telephone calls—minimizing time spent on each while maximizing the quality of data supplied
- Decreased risk by improving visibility into business data, ensuring that all users can access complete, up-to-date customer information
- Improved system dependability, security, and scalability
- Provided flexibility needed to extend the system beyond the company in the event of future outsourcing of services