



## P R E S S R E L E A S E

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### **Coface places digital transformation at the heart of its strategy with launch of new customer portal**

**Coface's new customer portal and fully revamped CofaNet online credit insurance contract management tool are being launched today. With the new solutions, customers will benefit from innovative features, unique access, customised content, advanced ergonomics, real time results displays and easier contacts.**

#### **Digitisation: the backbone of customer experience**

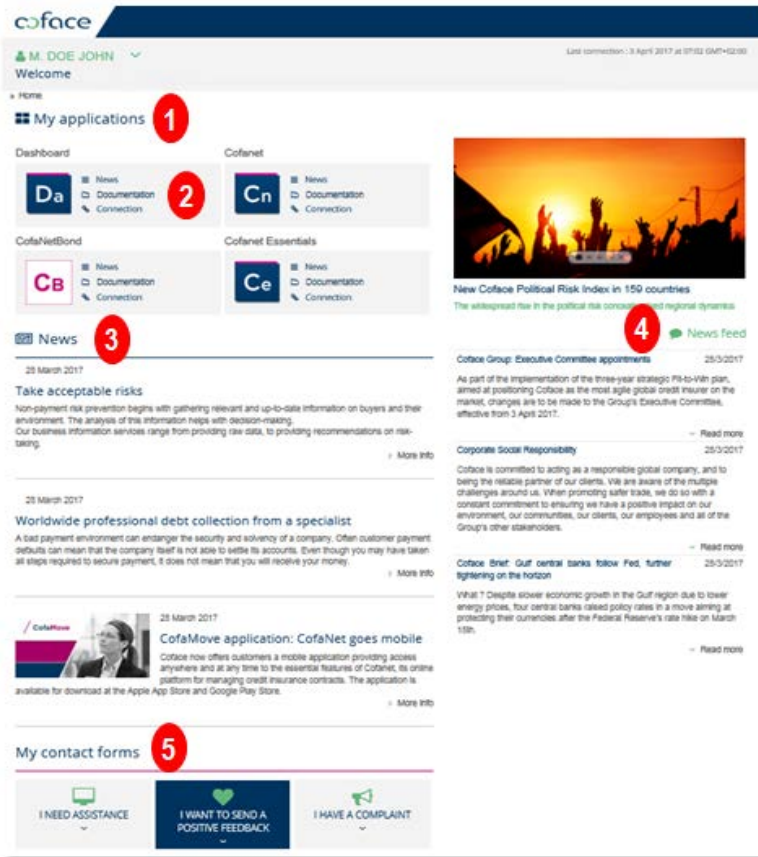
The customer portal has been enhanced with new features, to enrich the user experience and ensure easy navigation. These include unique access to all of Coface's web interfaces, economic and strategic information tailored to the customer's business, product and tool document library, tutorials and FAQs - as well as easier, more targeted contacts with the commercial team.

The second raft of major transformations concerns CofaNet – Coface's online credit insurance contract management tool. CofaNet has been ergonomically redesigned for optimised use with mobile tools. Screens are enriched with a dynamic search engine and extensive menus.

Coface has been facilitating customer relationships, through the introduction of innovative digital tools and products, since 2012. These include CofaMove (a "transaction" mobile application that allows customers to manage their portfolio in real time), EasyLiner (a portal for digitising sales for SMEs) and CofaServe (a tool which integrates Coface's features into the customer's databases, for improved reactivity).

#### **Customer service and digital transformation are cornerstones of Coface's strategy**

The launch of Coface's new customer portal is in line with the priorities of its *Fit to Win* strategic plan, which include optimisation of customer service and operational efficiency. Digital transformation and the new portal reply to users' needs to save time and optimise contract management.



## Customer portal Innovation in action

1 A single access to all Coface « offer interfaces », without reentering any credentials

Targeted content, according to the company's size, activity sector and country

2 Electronic Library containing IT tools, user guides, tutorials and FAQs

3 News on products and IT tools

4 Economic and corporate publications

5 Easier and more targeted contacts with Coface

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## About Coface

Coface, a world-leading credit insurer, offers 50,000 companies around the globe solutions to protect them against the risk of financial default of their clients, both on their domestic and export markets. The Group, which aims to be the most agile global credit insurer in the industry, is present in 100 countries, employs 4,300 people, and posted consolidated turnover of €1.411 billion in 2016. Coface publishes quarterly country and sector risk assessments based on its unique knowledge of companies' payment behavior and on the expertise of its 660 underwriters and credit analysts located close to clients and their debtors.

[www.coface.com](http://www.coface.com)

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