



## **French Financial Institution CCF Selects Teradata CRM Solution**

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DAYTON, Ohio, Jul 2, 2002 (BUSINESS WIRE) -- CCF, a major French financial institution, selected Teradata, a division of NCR Corporation (NYSE:NCR), to implement the Teradata(R) CRM solution to improve the bank's ability to manage multichannel sales by personalizing its customer relationships.

"Integration of the Teradata CRM solution provides CCF with an innovative approach to its global management strategy for customer relationships. Our partnership with Teradata is based on technology, particularly the data quality and functional sophistication of Teradata's solutions," said Jean-Paul Baradel, director of the CCF multichannel distribution department.

The Teradata CRM solution will enable CCF to manage 12 national marketing campaigns and 1,000 local marketing campaigns a year in several product areas. Each day, the system will collect and report on sales opportunities for each service delivery channel (branch, call center, online, mail) and provide sales representatives potential customer names in priority order based on sales opportunities. The detailed results of the sales efforts will be provided to bank executives to enable them to monitor marketing campaign success.

The Teradata CRM solution leverages the power of the Teradata(R) data warehouse. The enterprise-wide data warehouse enables businesses to improve decision making with new speed and agility in storing, analyzing and interpreting data on consumer behavior and then getting the business intelligence to front-line employees empowering them to better serve the consumers and, ultimately, propel growth.

About CCF

CCF became a member of the HSBC Group in July 2000. With over 7,000 branches in 81 countries and overseas territories, and assets of US\$696 billion on December 31, 2001, HSBC is one of the largest banking and financial service groups in the world. For more information, visit [www.ccf.com/](http://www.ccf.com/).

About Teradata Division

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to [www.teradata.com](http://www.teradata.com).

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs 30,300 people worldwide.

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