

PRESS RELEASE

**“DISTRIBUTION & MARKETING INNOVATION AWARDS 2013”:
INTESA SANPAOLO WINS THE AWARD FOR
“BEST CUSTOMER ANALYTICS AND BIG DATA INNOVATION”**

**INTESA SANPAOLO HAS PRESENTED AN INNOVATIVE ANALYTICAL
SYSTEM FOR CUSTOMER/ACCOUNT MANAGER RELATIONS**

- The Intesa Sanpaolo Group was the only Italian bank to win an award at the world-wide competition for innovations in the financial services sector
- Intesa Sanpaolo's project has enabled the Group to improve and perfect commercial relations between customers and account managers and assess their frequency and intensity objectively
- Its innovation is the shared asset of some 50,000 Banca dei Territori staff: in just over a year it has helped boost in-branch consultations by an average 28%
- Competition organisers Efma and Accenture presented the Group with the award in Paris yesterday

*Paris, 17 October 2013 - The **Intesa Sanpaolo Group** has received an award from **Efma** and **Accenture** for an innovative project which analyses the frequency and intensity of commercial relations between account managers and customers, and for extending the project to its entire network. The Group received the prize for **Best customer analytics and big data innovation** in Paris yesterday at the official ceremony for the **Distribution & Marketing Awards 2013**. As CEO **Carlo Messina** commented, “It is significant that Intesa Sanpaolo was selected from among many competent and worthy candidates from all over the world. The bank can compete with the leading retail banks at all levels. I think it is particularly important that the award recognises our strategic investment in a tool for customer relations, which are at the heart of our business.”*

Intesa Sanpaolo consolidated its **rethink of commercial relations** between customers and account managers in 2012, shifting its **focus from sales success to the quality of relations**. **Investment in technology and analytical skills** has turned a previously intangible value into a **measurable benchmark**. In other words, the bank now has the tools for an objective understanding of how and to what extent it is managing its customer portfolio. Intesa Sanpaolo has also redesigned its in-house chain, grouping **data acquisition** (customer requirements), **analysis** and **feedback** activities into a **single operating sector** (Planning and Management Control).

The innovation is now the **shared asset of 50,000** Banca dei Territori staff members. It has helped produce **an average 28% increase in in-branch consultations over the past year**, significantly limiting the natural loss of customers.

The www.efma.com/accenture website has a description of Intesa Sanpaolo's project, along with innovations from over 150 financial institutions from 54 different countries.

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