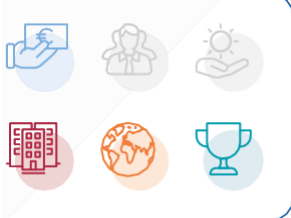


MAIN RELATED TYPES OF CAPITAL



7.14 Customer experience



CUSTOMER EXPERIENCE FOR US: scan the QR code and watch the video.



IMPLEMENTATION STATUS

MAIN TYPES OF CAPITAL	OBJECTIVES	INDICATOR (KPI)	TARGET	IMPLEMENTATION STATUS		OUTCOME
				BASELINE	2023	
   	Evolution of the Omnichannel Service Model through further development of the digital channel and self-service offer for the subscriptions of interest-bearing postal certificates (BFP), Class I, Multi-class, Funds and GP MoneyFarm	<ul style="list-style-type: none"> % number of collection transactions finalised on the digital channel % number of collection transactions finalised on the digital channel 	<ul style="list-style-type: none"> 19% by 2023 20% by 2024 	2022	21.8%	 
	Promote knowledge and skills development within the sales network	<ul style="list-style-type: none"> hours per capita for employees working in the sales network 	<ul style="list-style-type: none"> 90 by 2024 	2022	124.2 hours per capita per year delivered to the financial and insurance target of the sales network	
	Evolution of the Service Model through the specialisation of Financial Advisors based on the clientèle target into Personal, Dynamic and Premium	<ul style="list-style-type: none"> Number of specialised advisors 	<ul style="list-style-type: none"> 8,450 by 2024 	2020	8,303	
	Evolution of the Omnichannel Service Model through further development of the digital channel and self-service offer for the subscriptions of interest-bearing postal certificates (BFP), Class I, Multi-class, Funds and GP MoneyFarm	<ul style="list-style-type: none"> % of total volumes % of total volumes 	<ul style="list-style-type: none"> 8.0% by 2023 8.5% by 2024 	2022	8.4%	
	Dematerialisation of documents to reduce the use of paper at the Post Office, through the elimination of the customer copy for loan origination and customer record changes	<ul style="list-style-type: none"> % number of transactions since solution release 	<ul style="list-style-type: none"> 30% by 2024 	2022	Preparation of activities for the initiative	
	Increase customer experience	<ul style="list-style-type: none"> Value of the Group's Customer experience 	<ul style="list-style-type: none"> +10pp Net Promoter Score by 2028 	2023	New	
	Raising awareness among the corporate population on procedures for secure access to corporate applications from external networks	<ul style="list-style-type: none"> No. of communication campaigns dedicated to MFA (Multifactor Authentication) Mail, communication on intranets, apps, coupon space and dedicated channels TG Poste service 	<ul style="list-style-type: none"> 1 campaign by 2024 	2023	New	
	Definition of Corporate Accelerator with "Hub&Spoke" model to support national entrepreneurship also from a D&I perspective (start-ups, female entrepreneurs, etc.)	<ul style="list-style-type: none"> No. of initiatives 	<ul style="list-style-type: none"> 4 by 2028 	2023	New	

 Objective achieved/Objective achieved and updated

 Objective not achieved

 Deadline for achieving the objective that has not yet expired