

Levallois-Perret, 12 October 2015

L'Echangeur by BNP Paribas Personal Finance
publishes its trend report on changes in consumer attitudes
and how retailers are acting proactively to adapt

From consumerist to *integr'actor*: customers have become empowered and responsible actors of the purchasing experience

On 12 October, L'Echangeur by BNP Paribas Personal Finance published its trend report, which it presented at its annual conference *Innovez Service Centric*.

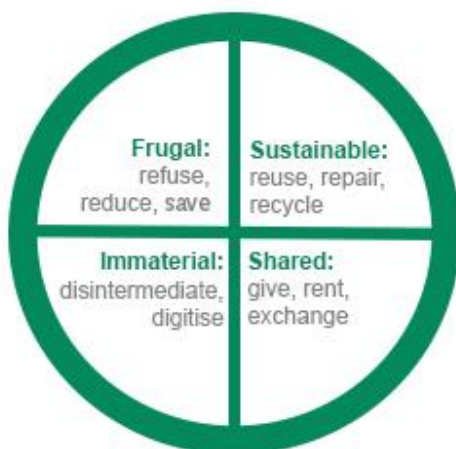
Yesterday's consumerist customers have changed, and today have become *integr'actors*. Today, it is essential to keep a step ahead of their new expectations at a time when requirements and roles are fast changing, to embrace a more responsible mode of consumption and commerce. What are the levers and best practices of this trend? That is what L'Echangeur shares each year with the key retail players.

L'Echangeur sheds light on four major phenomena that are today calling for the relationship between customers and companies to be reinvented.

The report presents nine decisive trends that illustrate the initiatives of a retail sector that is less and less compartmentalised and increasingly in tune with its customers.

Yesterday's consumerist has reinvented itself as an *integr'actor*

A new trend has been developing for several years now: consumers, seeking better ways to use their time and money, are aspiring to a new mode of consumption.



Source: L'Echangeur by BNP Paribas Personal Finance

Directly involved in a **ethical economy** driven by frugality, sharing, sustainability and immaterialism, they are taking part in challenging compartmentalised systems and standards that are increasingly obsolete.

They are more sincere because of their greater awareness of an embattled environment, more integrated into processes and the production chain. This has made them become **empowered and responsible actors** of retail and today they have become *integr'actors*.

Can we still talk about shoppers and consumers?

Integr'actors are still consumers. What is different is that they have changed how they consume, forcing the economic players to effect changes and constantly adapt to stay in the game.

Today, there are four phenomena, veritable groundswells, that are driving the new trade around a common denominator (the customer), and a key lever (service):

1. enhancement of the customer experience
2. design of user-oriented services
3. ambient commerce (multichannel, permanent, instant)
4. the disintermediation of work

Over and above setting new rules of the game and deciding on the value proposals of companies, customers play an increasingly central role: they can also become influencers, sellers or producers. They are now retail partners, which mean that they have a conversational, personalised relationship in real time that is in line with their aspirations. They invite the brands to develop their role of trusted third parties by capitalising on innovative services.

For the economic players, services, boosted by the impact of digital technology, have become a central lever for differentiation, developing loyalty of existing customers and finding new ones around an alternate mode of consumption.

This is a challenge to be raised at a time when customers are becoming increasingly demanding in their requirements: value creation is more often based on the guarantee of an ethical and responsible approach.

The winners will be those who best succeed in steering their company through the Service Centric transition.

9 trends decoded this year by L'Echangeur to illustrate the new Customer Relationship:

The Service Centric Trend Report by L'Echangeur by *BNP Paribas Personal Finance* decodes and analyses **nine trends** in line with the new consumer to **assist retailers in structuring tomorrow's Customer Relationship**:

- Bring back the magic of their consumption
- Not buy any more
- Bypass sales personnel
- Be acknowledged
- Cut down the bill
- Avoid queues
- Collect their shopping
- Talk with peers
- Receive support on a daily basis

Interviews and debriefing with experts from L'Echangeur to explore Service Centric Innovation and its practices upon request.

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About L'Echangeur by BNP Paribas Personal Finance

L'Echangeur by BNP Paribas Personal Finance is a technological and marketing innovation centre applied to the retail trade, which decodes new consumer practices for the major retail and e-commerce players and assists them in creating their development strategies.

The support provided by L'Echangeur is based on the alliance of marketing expertise and tools, data, new tech and innovation. For 18 years now, CAC 40-listed companies, major distribution companies and brands have placed their trust in L'Echangeur by BNP Paribas Personal Finance.

> The news analysed by L'Echangeur by BNP Paribas Personal Finance: www.echangeur.fr

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About BNP Paribas Personal Finance

BNP Paribas Personal Finance is the leader in France and in Europe for personal loans via its activities in consumer credit and mortgage lending. A 100% subsidiary of the BNP Paribas Group, BNP Paribas Personal Finance has nearly 18,000 employees and operates in about 30 countries.

Under brands including Cetelem, Findomestic, ofinoga and AlphaCredit, the company offers a full range of personal credit products at points of sale and car dealerships and directly to consumers through its customer relations centres and Internet. BNP Paribas Personal Finance has added an insurance and savings offer for its clients in Bulgaria, France, Germany, and Italy.

BNP Paribas Personal Finance has developed an active partnership strategy with retailers, manufacturers and automotive retailers, web merchants and financial institutions (banks and insurance companies), based on its experience with marketing credit offers and integrated services tailored to partners' business and commercial objectives. It is also a leading player in the field of responsible lending and financial education.

More information: www.bnpparibas-pf.com