

Crédit Agricole Consumer Finance signs partnership agreement with Google

By signing a partnership agreement with Google, Crédit Agricole Consumer Finance has taken the next step forward in its digital transformation, serving its clients and partners.

Philippe Dumont, Chief Executive Officer of CA Consumer Finance, and Nick Leeder, Chief Executive Officer of Google France, have signed a partnership agreement that will allow CA Consumer Finance to step up the implementation of its digitalisation programme, CA CF 3.0.

"Digital technology is changing user practices and creating new standards and expectations. That is why we have launched an ambitious digital transformation programme for CA Consumer Finance. Our partnership with Google fits in perfectly with this programme. It will enable us, in the various countries in which we operate, to further enhance our ability to offer our partners new solutions to the challenges they face, and to offer our clients services that meet their expectations even more," comments Philippe Dumont.

The quality of the support provided to its clients and partners is central to what drives CA Consumer Finance. Digital technology will enable the group to further improve its relationship with its clients and partners and take another step forwards in the transformation of its business activities.

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A propos de CA Consumer Finance

Crédit Agricole Consumer Finance, a fully owned subsidiary of Crédit Agricole Group, is a reference for the European consumer credit market. With managed outstandings of €69 billion at end 2014, Crédit Agricole Consumer Finance operates in 21 countries.

Crédit Agricole Consumer Finance distributes a broad range of personal loans and associated services through all distribution channels, including direct sale, point-of-sale financing (automobile and household equipment) and partnerships. Crédit Agricole Consumer Finance is a leading commercial partner to the major retail chains, specialised retailers and institutions in the countries where it operates.

For more information: www.ca-consumerfinance.com