



Innovation Award : “Measuring Innovation”

BNP Paribas Personal Investors won a Group Innovation Award 2010 in the “Managerial practice encouraging innovation” category for its “Measuring Innovation” project. This simple indicator helps to calculate the percentage of revenues generated by Innovation on a yearly basis. To talk about it, we are joined today by Catherine Pochet, Head of Innovation at BNP Paribas Personal Investors. Hello and welcome!

Catherine Pochet, would you start by presenting BNP Paribas Personal Investors?

BNP Paribas Personal Investors is a business line within Investment Solutions.

Personal Investors provides financial investment advice and brokerage services to affluent clients in Europe and in Asia through various distribution channels.

We serve our clients under different names such as:

- Geojit BNP Paribas in India,
- Cortal Consors, B*capital and Portzamparc in Europe.

As experts in our field, we try to listen to our clients and to offer them helpful and meaningful services over the web or via their mobile phones. And our 4,000 employees serve today 1.7 million clients, and we manage for these clients 33 billion euros of assets.

What exactly is the “Measuring Innovation” project?

To measure Innovation is probably one of the best ways to promote it. We have implemented within Personal Investors a very simple indicator which allows to follow on a yearly basis, the percentage of our NBI generated thanks to Innovation.

First we select the Innovation launched within the last 3 years in each of our countries. Then together with Finance we calculate the revenue generated and we cumulate the result of each country to get an indicator at the Personal Investor level.

In 2009, the percentage of our revenues generated thanks to Innovation was 8.5%, against 7% in 2008.



And what are the advantages for both the customers and BNP Paribas ?

It is while innovating that one manages to offer services and products adapted to the economic environment and especially to our clients needs. And our clients are really demanding in terms of innovative products and services.