



# Crédit Agricole CMDS involves managers in training team members

As part of its new corporate project (2010-2012) “Together, Focused on the Customer”, French bank Crédit Agricole de Charente-Maritime Deux-Sèvres is developing its teams’ individual and collective skills. Managers are playing a central role in the change process. They are tasked with identifying the

training needs of their team members, making suggestions for tailored courses and conducting training sessions. These blended-learning programmes are offered as a complement to specific initiatives on the theme of change management implemented by head office and the network. In addition, 100%-online campaigns

are used to establish the key concepts of financial analysis and customer-focus. Involving the manager in training decisions motivates and empowers both the managers in their role as skills developers and the employees who play a leading part in their own career plans.

Of the Business and Farming customer service representatives who have registered for courses, 86% have been hard at work, accumulating a total of 450 training hours. In light of these excellent results, the initiative is to be extended to personal-banking customer service representatives. ■

*“Managers are fully involved in developing team members’ skills using tailored training courses.”*

**Corinne Mazoin,**

Training Manager, Crédit Agricole Charente-Maritime Deux-Sèvres

## GOAL

- › Involve managers in developing their team members’ skills and contributing to tailored courses

## SOLUTION

- › CrossKnowledge Training on Demand

## BENEFITS

- › High levels of participation: 86% connection rate, with an average of 3hrs 20mins per active user
- › Involvement of managers
- › Increased motivation among team members