



CRÉDIT AGRICOLE

Thanks to its 39 Regional Banks, all cooperative companies or fully-fledged banks, Crédit Agricole is the leading local banking network in France.

The group offers a full range of financial products and services; it caters to individuals, farmers, professionals, businesses and local organisations. Crédit Agricole has a strong regional presence in France.

<https://www.credit-agricole.com/en>



AGRICULTURE

« CROSSCALL PRODUCTS ARE MULTI-FUNCTIONAL AND HIGH QUALITY. THEY ARE PERFECT FOR BOTH PROFESSIONAL AND PERSONAL USE »

325

FARMERS EQUIPPED

THE CHALLENGE

You are the Agricultural Market Manager for the French Region Centre. What are your missions?

As part of my responsibilities, I have a team assigned to setting-up young farmers. We have developed a dedicated offer for them called «Setting-up by CA.» Since 2019, we have added digital offers for professional and agricultural use to help them in their daily lives.

How did you hear about the Crosscall brand?

We had defined a list of specifications with expected features. Today, farming is one of the socio-professional categories best equipped with smartphones. It is essential for us to help them in their daily lives with devices that work on the go and in all conditions.





CORE-T4



CORE-X4

What were your expectations?

First, we were looking for a supplier capable of producing significant volumes to answer the needs of our Regional Banks.

Our second requirement was to find a brand with a good after-sales service and quality products that included a customisable offer.

Tell us more about the daily lives of these young farmers?

These young people settled down throughout the past year running a farm (livestock, cereal production or diversification workshops).

They are real business entrepreneurs working outdoors and on the go. Their daily activities consist of monitoring and analysing the growth of crops and the health of their herds while preserving the environment and biodiversity.

Beyond the promises of durability and waterproofing, what other elements were part of your specifications?

A long battery life was very important to us. We wanted a phone that could be used for a whole day without having to be charged; our farmers are in the fields, far away from any electricity supply.

THE CROSSCALL SOLUTION

What do you think of Crosscall products?

CROSSCALL products are multi-functional and of high quality. They perfectly meet professional and also personal needs (dirty or wet fingers...).

We are extremely satisfied as Crosscall is very flexible with one dedicated contact person managing our account from A to Z.

How many people have benefitted from the offer?

345 young people were equipped. We had three offers in total with different products and 325 of them chose yours. Your communication methods were excellent, plus you were able to create product desire!

Would you recommend Crosscall?

We already have! We are extremely pleased with Crosscall. The solution fully meets our needs.

What are the next steps?

For the time being, a three-year partnership has been launched. We wish to group together the various Regional Banks and continue to offer our young people all-in-one, sustainable devices.

*Testimony from Samuel Duquet
Crédit Agricole's Agricultural Market Manager for the French Region Centre:
Departments Allier, Puy de Dôme, Corrèze, Cantal and Creuse.*

