

The COFACE logo is positioned in the top left corner. It features the word "coface" in a dark blue, lowercase sans-serif font. The letter "o" is replaced by a green circular icon with a white dot in the center, resembling a stylized eye or a network node. The background of the entire slide is a long-exposure photograph of a city street at night, showing light trails from traffic and illuminated skyscrapers. Several green diagonal lines are overlaid on the image, creating a sense of motion and modernity.

coface

COFANET OPTIMIZATION

CREDIT MANAGEMENT MADE EASY

COFANET OPTIMIZATION

IN A NUTSHELL (1/2)

- **Context**

- CofaNet, Coface's online credit management system, was fully redesigned in 2017
- Following this launch, some of our clients and brokers pointed a “complex interface browsing”
- As a consequence, we decided to review the key ergonomics of our interface, while keeping the overall spirit of the 2017 redesign
 - Selection of a web design agency
 - Clients and Brokers involvement during the screens redesign (online qualitative testing sessions)

- **Key features**

- New features allowing the client to easily find his way in the interface (creation of a homepage, onboarding assistant)
- Access simplification to the most frequently used functionalities, namely: Credit Insurance or Information products requests, Claims declaration
- Redesign of some classic features for improved clarity: Company search, Navigation bar, Risk Portfolio layout, Notification center layout, Buyer's page

COFANET OPTIMIZATION IN A NUTSHELL (2/2)

FROM...

The screenshot shows the 'FROM' state of the CofaNet Essentials interface. It features a search bar at the top with a search icon and an 'Advanced search' button. Below the search bar, there are navigation tabs for 'RISK PORTFOLIO', 'PORTFOLIO ANALYSIS', 'COMPANIES FAVORITES', and 'OVERDUE PORTFOLIO'. The main content area is divided into three sections: 'Select a country' with a dropdown menu set to 'France'; 'Search by company name' with a checkbox for 'Limited to Head Office' and input fields for 'Company name', 'Address', 'Town', 'Department', and 'Postcode'; and 'Search by' with input fields for 'EasyNumber' and 'Identifier' (set to 'SIREN'). A left sidebar contains navigation icons for 'RISKS', 'OVERDUE', 'POLICY', 'TOOLS', and 'LOGOUT'.

TO...

The screenshot shows the 'TO' state of the CofaNet Essentials interface, which is a personalized dashboard for user 'John DOE'. The top navigation bar includes the 'France' dropdown, a search bar, an 'Advanced search' button, and the user's name and company name. The dashboard is personalized with a greeting: 'Hello Mr John DOE, Welcome to your CofaNet customer area, your last connection was on 07/02/2020'. The main content area is divided into three sections: 'Risk Portfolio' with a '5.7 WAP' gauge, '58 Pending requests', and '0 Imminent end date view'; 'Notification center' with two notifications from 07/02/2020 and 06/02/2020; and a right sidebar with three action buttons: 'ORDER A RISK PRODUCT', 'SUBMIT A NOTIFICATION OF OVERDUE ACCOUNT', and 'ORDER AN INFORMATION PRODUCT'. A left sidebar contains navigation icons for 'NOTIFICATIONS', 'RISKS', 'OVERDUE', 'POLICY', and 'TOOLS'.

COFANET OPTIMIZATION

FOCUS ON... THE HOMEPAGE

Portfolio information displaying

- Weighted Average Portfolio (WAP)
- Pending request
- Imminent end data view

Hello Mr John DOE,

Welcome to your CofaNet customer area, your last connection was on 07/02/2020

Risk Portfolio

Access to my portfolio (10022) >



58 Pending requests →

0 Imminent end date view →

ORDER A RISK PRODUCT →

SUBMIT A NOTIFICATION OF OVERDUE ACCOUNT →

ORDER AN INFORMATION PRODUCT →

Notification center

Display all notifications >

07/02/2020

The DRA linked to this decision has been updated from 3 to 2 on the 07/02/2020

Insurance

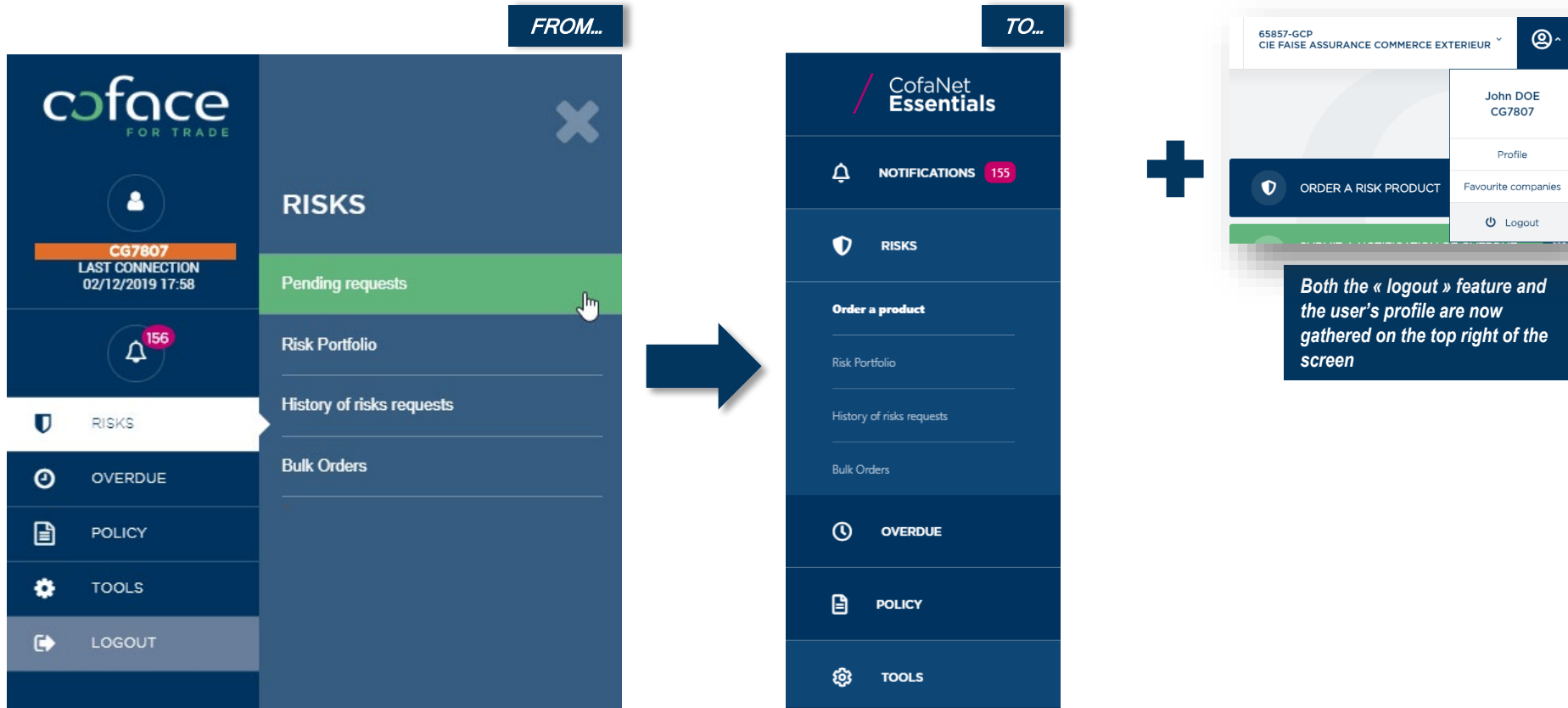
The notification center

- Displays the 5 last items
- Gives access to full list

The quick access path is composed of 3 action buttons, each providing a direct access to a « step-by-step » process

COFANET OPTIMIZATION

FOCUS ON... THE NAVIGATION BAR



COFANET OPTIMIZATION

FOCUS ON... THE RISK PORTFOLIO

FROM...

Risk Portfolio

SEARCH CRITERIA

COMPANY

Company EasyNumber

Favorite companies

Country

Expand the criterias

Filter by company name, country, city, customer reference, EasyNumber

| Company name | Identifier | Product | Amount | Status | Last update date |
|--------------------|--------------------------------------|----------------------|--------|-----------|------------------|
| Country : France | EasyNumber : Customer reference : | Express Credit Limit | 0 EUR | Refused | 07/02/2020 |
| Country : Thailand | EasyNumber : Customer reference : | Credit Limit | 0 EUR | Refused | |
| Country : France | EasyNumber : Customer reference : | Express Credit Limit | | Cancelled | |

TO...

- A "tab-based" and lighten design
- Showing the DRA

Risk Portfolio

ALL RESULTS (10022) PENDING REQUESTS (58) IMMINEENT END DATE VIEW PRODUCTS WITH ACTIVE MONITORING

Filter by company name, country, city, customer reference, EasyNumber

COMPANY PRODUCT CUSTOMISED FIELDS

Agreed x

| Company name | Customer reference | DRA | Product | Amount | Status | Last update date |
|--------------|------------------------------|-----|----------------------|-------------|--------|------------------|
| | TESTREFAKLM | 9 | Credit Limit | 100,000 EUR | Agreed | 28/01/2020 |
| | | 6 | Express Credit Limit | 10,000 EUR | Agreed | 24/01/2020 |
| | | 7 | Credit Limit | 10,000 EUR | Agreed | 22/01/2020 |
| | @rating Credit Opinion check | | | 50,000 EUR | Agreed | 22/01/2020 |

COFANET OPTIMIZATION

FOCUS ON... THE NOTIFICATION CENTER

FROM...

SEARCH CRITERIA

COMPANY

Company EasyNumber

Favorite companies

Country

[Expand the criteria](#)

200 notifications not read

| Contract | Company name | Identifier | Type | Message | Reception date |
|--------------------------|----------------------------|--|-----------|--|----------------|
| <input type="checkbox"/> | 65857 Country: France | EasyNumber: [redacted] Customer reference: [redacted] Legal Identifier: [redacted] | Insurance | Your express credit limit on this company has been refused on the 7 Feb 2020 | 07/02/2020 |
| <input type="checkbox"/> | 65857 Country: Thailand | EasyNumber: [redacted] Customer reference: [redacted] Legal Identifier: [redacted] | Insurance | Your credit limit has been refused on 7 Feb 2020 | 07/02/2020 |
| <input type="checkbox"/> | 65857 Country: France | EasyNumber: [redacted] Customer reference: [redacted] Legal Identifier: [redacted] | Insurance | Your Express Credit Limit has been terminated on 7 Feb 2020 | 07/02/2020 |

TO...

- A "tab-based" and lighten design

Filter by company name, country, customer reference, EasyNumber

COMPANY PRODUCT CUSTOMISED FIELDS CONTRACT NOTIFICATION

| | | | | |
|------------|--|--------------------------|--|-----------|
| 07/02/2020 | LA DÉCISION LIÉE À CE DRA A ÉTÉ MISE À JOUR | <input type="checkbox"/> | The DRA linked to this decision has been updated from 3 to 2 on the 07/02/2020 | Insurance |
| 06/02/2020 | LA DÉCISION LIÉE À CE DRA A ÉTÉ MISE À JOUR | <input type="checkbox"/> | The DRA linked to this decision has been updated from 3 to 7 on the 06/02/2020 | Insurance |
| 06/02/2020 | LA DÉCISION LIÉE À CE DRA A ÉTÉ MISE À JOUR | <input type="checkbox"/> | The DRA linked to this decision has been updated from 5 to 7 on the 06/02/2020 | Insurance |

COFANET OPTIMIZATION

FOCUS ON... THE BUYER'S PAGE

FROM...

INDUSTRIAS PLASTICAS INTERNACIONALES, S.A. DE C.V.

Adverse information declaration

CRA B DRA 5/10

COMPANY DETAILS Display

RISK MANAGEMENT ITEMS History

@rating Limit Status: Agreed
Effective date: 06/02/2020 Amount: R - 10,000 EUR
End date:

Transform into another risk product: Credit Limit Delete Display

OVERDUE MANAGEMENT ITEMS History

SELECT ACTIONS

Risks

Insurance Items
Extension of Due Date

Information Items
@rating Credit Opinion check

TO...

- A "tab-based" and lighten design
- With more emphasis on the DRA and CRA

ABNEY ROAD STUDIO

REGISTRATION NUMBER EasyNumber

A3 CRA 6 DRA

RISK MANAGEMENT ITEMS OVERDUE MANAGEMENT ITEMS NEW ACTION COMPANY DETAILS

Risk Management Items Order a product

Express Credit Limit

Effective date: 24/01/2020 Status: Agreed
End date: Amount: 10,000 EUR
@rating notation: R

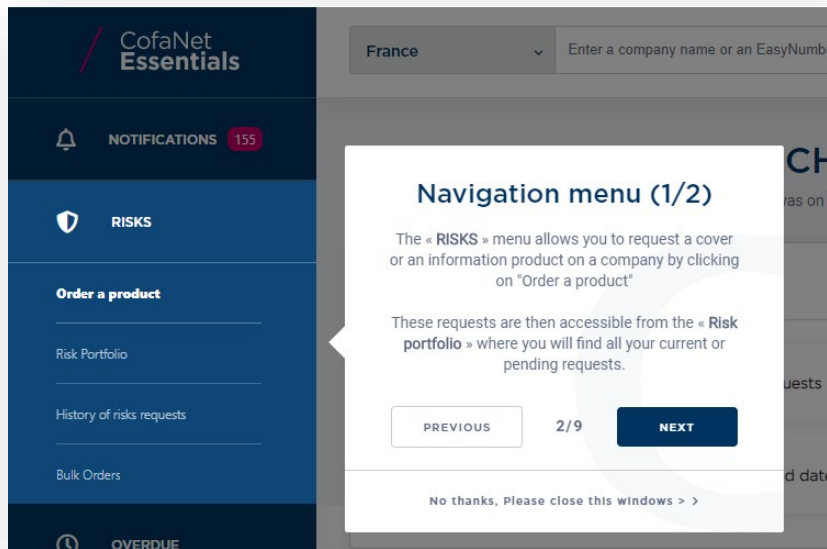
Transform into another risk product: Credit Limit

Display

History

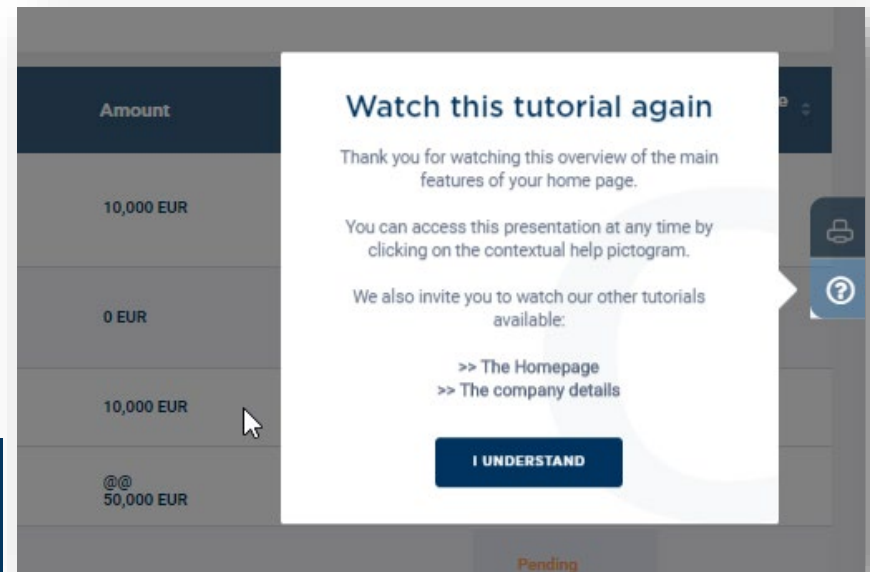
COFANET OPTIMIZATION

FOCUS ON... THE 'ONBOARDING' ASSISTANT



Onboarding online assistant objectives

- Give a quick overview of the essential feature of the interface in a pop-up format
- Smoothen the change management period
- Improve the overall user experience



Displaying rules

- Automatic display upon the first visit
- Opt-out at any time within any pop-up
- Opt-in at anytime by clicking on the help tool