

CNP Assurances simplifies procedures for its customers and reinforces secure access with FranceConnect

On 18 March 2021, CNP Assurances introduced a new login mode for its e-beneficiary space that will streamline customer journeys and facilitate the development of self-care solutions. By integrating the FranceConnect solution in its One-ID platform, CNP Assurances becomes one of the first insurance providers to offer its members a simplified, safe and streamlined service for creating accounts.

FranceConnect, which was designed by the Government and made available to companies in 2018, is an identification and authentication system that facilitates safe access to online services. With more than 20 million users, 900 service providers, and over 10 million visits per month, it lets customers set up a safe and complete profile in one click, all while complying with European eIDAS (Electronic IDentification And Trust Services) regulations.

To develop this service, CNP Assurances uses One-ID, a global account management, unified-access and authentication system that makes it easier to log in to an application environment. Designed like a platform that can host other solutions and technological tools, it has a smooth and secure user-oriented approach.

CNP Assurances intends to allow customers in its directories who have access accounts to log in with confidence without repeatedly having to create a new account on each platform, which will prevent them from making login errors or giving up.

After setting up FranceConnect on its e-beneficiary space, the service will in the coming months be rolled out on other of the Group's life-insurance, loan-insurance, and social-protection applications.

The project forms part of the CNP Assurances strategy to capitalise on past experience with a 100% digital approach, by considering the specificity of each user and the diversity of uses. It is in line with the values of protection and being open to others and to the world, as promoted by CNP Assurances.

More generally speaking, FranceConnect is part of the Public Service digital transformation acceleration programme called TECH.GOUV. With this new addition, CNP Assurances is contributing to make it easier and simpler for citizens to access online services.

By accelerating the use of digital services, CNP Assurances is demonstrating its innovative capacity to develop an increasingly simple and efficient relationship with its members.

"With the integration of this new feature in its services, CNP Assurances is optimising the customer journey and saving time for its members," says Virginie Sicard, who is in charge of the CNP Assurances Identities and Rights section at DECSI (Customer Experience and Information Systems Division).

About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe and Latin America, where it is very active in Brazil, its second largest market. As an insurance, coinsurance, and reinsurance provider, CNP Assurances designs innovative personal risk/protection and savings/retirement solutions. The company has more than 36 million insured in personal risk/protection insurance worldwide and more than 12 million in savings/retirement. In accordance with its business model, its solutions are distributed by multiple partners and adapt to their physical or digital distribution method as well as to the needs of customers in each country.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998. The Group declared a net income of €1,350 million in 2019.

About FranceConnect

FranceConnect is a solution offered by the French Government for users to access online services with confidence and securely, without having to set up a new account each time. Created by the inter-ministerial digital directorate (DINUM), this identity unifier designed by the Government allows users to identify themselves online by using one of their existing accounts (Impots. gouv.fr, Ameli, etc.).

Find out more on: <https://franceconnect.gouv.fr>

DINUM is in charge of the Government's digital transformation in the interest of citizens and agents, and is placed under the authority of the Minister of Transformation in Civil Service.

Find out more: <https://www.numerique.gouv.fr/>

Contacts

Florence de Montmarin	+33 (0)1 42 18 86 51
Tamara Bernard	+33 (0)1 42 18 86 19
Caroline Ceintrey	+33 (0)1 42 18 85 73

servicepresse@cnp.fr

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