



OUR CUSTOMER SUPPORT TAKES YOU ON A JOURNEY TO THE DIGITAL HIGHWAY!

INTERVIEW

Stéphane Bachschmidt
Chief Services Officer
Tinubu



Tinubu has been the historical IT partner of the trade-credit and surety industry for the last two decades. Today, its solutions are used by more than 30 carriers worldwide. Providing quality support services has always been in Tinubu's DNA, and even more so today as we are taking our customers on our new Digital Highway.

Question #1 – With the recent transformation at Tinubu, what are the impacts on customer support?

Stéphane Bachschmidt: Positive, of course! The focal point of our reorganization is the creation of what we called the "Digital Highway". It is a streamlined and unique pathway to our products and services. A 360-degree view of what we can really offer to our clients.

And along with that come the dedicated support teams that can design and implement applications that tailor our solutions to the customer's business needs, and of course manage any enhancement or change request for the clients or their users with a 24/7 availability.

We've come a long way since 2000, when our support and maintenance services used to be a so-called "second-level" support, not being able to be in direct contact with the end users!

Question #2 – What is the main issue clients have to deal with?

Stéphane Bachschmidt: It's the Knowledge level. The real challenge for carriers is their capability to maintain a sufficient level of knowledge of the solution internally when switching from the setup phase to the

production phase, and in the long run.

Maintaining this capability has been our constant endeavor, particularly in recent years as insurance groups had to streamline their organizations to contain or reduce their operating costs. Business users had to focus again on developing their portfolio, which could naturally incur a loss of knowledge of our solutions.

Question #3 – What is your value proposition today?

Stéphane Bachschmidt: We have regularly enriched the services we offer, and so today we can provide 24/7 on-call services to our trade credit and surety clients, as well as a modern ticketing tool that can be used for routine requests, and also now for assistance requests.

On top of these improvements, actions were undertaken with some clients' teams to update their knowledge base and ease the proper qualification of the issues raised by both business and end-users.

We want our client to be able to be autonomous, and minimize the need for requests by assisting them in a way so they can use the solution in the most relevant or suitable way for their operations.



The real challenge for carriers is their capability to maintain a sufficient level of knowledge of the solution.

Question #4 – What motivated Tinubu to set up an improved organization?

Stéphane Bachschmidt: Thanks to continuous operational improvements, resulting in the decrease of numerous production incidents over the last 3 years, Tinubu decided to reorganize more in depth its clients' support by setting up service centers as per ITIL4 Service Management Practices.

This modification will not change the split of responsibility between Tinubu and its clients – who will always have to perform an initial qualification of the issues raised by their users – rather, the objective of such a modification is to improve the quality and the response time of the services delivered by Tinubu for any type of service requests including the ones that are not subject to any contractual service-level agreement.

Question #5 – How is your new customer support organized?

Stéphane Bachschmidt: Our teams are organized per business line: one client management organization based in Europe dealing with the credit solutions, and another one located in the US dealing with surety. These two organizations work closely together to leverage best practices and return on experience.

They are also managed by a senior VP Client Management overseeing all the teams engaged in the delivery and support of Tinubu's solutions.

Question #6 – What is the silver bullet of your new organization?

Stéphane Bachschmidt: Definitely, the Technical Account Manager role!

He or she will act as the project manager of the client relationship, being the operational single point of contact of the client for any type of service request.

The Technical Account Manager develops a trusted relationship with the client's key business stakeholders. He ensures the smooth operational progress of Tinubu's contractual commitments to the customer, particularly in terms of quality and compliance with service-level agreements. He will also coordinate the activities of the teams involved in customer satisfaction, and will have an active role in the preparation of quarterly business reviews.

Question #7 – A final word?

Stéphane Bachschmidt: Thanks to this new organization, Tinubu intends to be even closer to its customers, with an increased capacity to understand and meet their expectations, whether it be specificities of the products, markets, business processes or otherwise. I guess we are heading to be at the heart of the Commerce-related Specialty-lines ecosystems. ■

About Tinubu

Tinubu is the business facilitator and exchange enabler that delivers fluidity and simplicity to the insurance industry by using the strength of collective performance.

Our company is an alliance of technology software and insurance expertise offering the best combination to its clients. It covers the entire value chain of credit insurance & surety with one end-to-end platform, connecting every part of your business with one digital highway.

Established in 2000 and headquartered in Paris, France, Tinubu is an independent software provider and employs 170 people, located in Paris, London, New York, Orlando, Singapore, and Montreal. Its clients represent 30 of the top 60 Credit & Surety underwriters worldwide.

About the Author

Stéphane Bachschmidt

**Chief Services Officer
at Tinubu**

Stéphane is running Tinubu's customer services from 2022. Previously, he has accompanied the development of Tinubu for more than 15 years and managed all large Trade Credit digitalization projects of the company. With experiences in a variety of areas such as risk analysis, audit, corporate finance and project management, Stéphane has developed good knowledge and skills in terms of company and teams organization.

Contact Us

- ✉ contact@tinubu.com
- ☎ +33 (0)1 74 31 20 70 (EMEA)
- ☎ +1 (213) 290-9628 (USA)
- 🌐 tinubu.com

tinubu

Follow us

in X v y