

# How Société Générale benefits more from SWIFT with tailored SWIFT Training services

On-site and tailored training from SWIFT can help large institutions with mature back office infrastructures to better meet operational requirements. In close collaboration, we can design courses to meet the specific needs of your workforce and deliver the courses when it suits your organisation's timetable. Join the growing number of global financial institutions that are empowering their own talent development programmes with customised courses from SWIFT.

Société Générale is a long standing SWIFT Training Services customer. As a global bank, it has a large training programme in place, but like many large financial institutions, Société Générale is increasingly looking for training courses that are designed to suit its specific requirements and that can be built around the varied needs of its global workforce. A few years ago, the bank approached SWIFT to tailor a bespoke training course for staff with a basic knowledge of international payments that could be delivered, on-site in only two days.



SWIFT Training Services created a course that combines the 'Introduction to SWIFT' with one of SWIFT's best-selling payments courses, 'Payments & Cash Management – using FIN messages'. In addition to an overview of the SWIFT community, key message standards and SWIFT security, the resulting course gives Société Générale employees a good understanding of customer credit transfers and related messages, financial institution transfers, reconciliation and referencing, payments rejections and return guidelines, investigations, charges and straight-through-processing.

The course enables staff to learn how to create different types of Financial Institution Transfer messages, as well as how to use SWIFT reporting messages for follow-up and investigation and reconciliation. It highlights market practice guidelines as well as the rules to follow to improve STP in Société Générale's payment messages.

The key to making sure that the course fitted Société Générale's requirements was SWIFT's preparatory analysis of the bank's payments traffic. This evaluation of real payment flows, used in conjunction with the course objectives outlined by Société Générale, ensured that SWIFT was able to focus the course on those business areas and message types that were most relevant to the bank's business.

The course uses a mix of theory and exercises, and includes case studies of real-life examples, which reference a variety of scenarios, as well as different fields and codes. As a result, completion of the course leads to a reduction in the number of payment rejections and less need for negotiated acknowledgements.

So far, this course has been held three times at Société Générale offices in France, with 15-20 staff attending each course. Further repeats of the course are planned in 2013.

"When we asked SWIFT to create this course, we had very clear objectives about what we wanted to achieve," adds Société Générale's Corinne Bignon, Correspondante Communication et Formation. "The course should provide staff with both a good understanding of SWIFT and the services it provides to our community, combined with the necessary knowledge for executing domestic or international payments using different kind of messages. The customised course has consistently met these objectives."

SWIFT will use its 30 years of experience to develop and deliver the right course for your organisation. SWIFT's tailored courses will give you the confidence that your staff have the most up-to-date information when they need it. Working with subject matter experts, using SWIFT and industry-related content, and blended learning channels, you can be certain that SWIFT training will deliver a bespoke course that meets your needs and training requirements.

*For more information on tailored SWIFT training, please visit [www.swift.com/training](http://www.swift.com/training) or contact us directly via [swift.training@swift.com](mailto:swift.training@swift.com) #SWIFTtraining*