



PegaWorldiNspire

L'Agence Nationale de l'Habitat (National agency for housing)

Valérie Mancret-Taylor
CEO, Anah

Augustin Bordes
Vice President Citizen Services,
Capgemini Invent



What is Anah ?

- Anah is an operator that **distributes state grant for housing renovation of the private residential sector** in France, historically focused on **modest audiences**
- This public agency, created in 1971, is under the supervision of **four ministries:**



Housing Ministry



Environmental transition Ministry



Economy & Recovery Ministry



Public Accounts Ministry



Key figures & key points before 2019

70.000 - 100.000 state grants / year in average focused on housing renovation

Decentralized ways of state grant distribution

No direct contact with citizens (final user)

Boosting home energy renovation of private housing: a leverage to address the climate change and a top priority of the French Government

37 million housing in France ⁽¹⁾

≈ **17%** of greenhouse gas emissions in France from housing stock ⁽²⁾

4,8 million of houses with important energy leak which are one of the main preoccupation of the Government ⁽³⁾

Top priority of the French Government



Split of the budget of the French Economic Recovery Plan (post Covid crisis, billion euros): ⁽¹⁾

- **30 B€** ecology & energy transition
 - of which **2 B€** focused on private housing energy renovation
- **34 B€** competitiveness of enterprises
- **36 B€** cohesion of the territories

Sources

1. *Plan de Relance*
2. *INSEE*
3. *SDES*

French Government created a new financial State grant to contribute to housing renovation: MaPrimeRénov'

"Greater for my home, greater for the planet"

Anah is the operator for this new financial state grant



MaPrimeRénov'
Mieux chez moi, mieux pour la planète

2020 - 150 000 renovated housing
2021 - 650 000 renovated housing

A **simpler, fairer, better-performing** state grant to help **increase** the energy renovation of private housing

Fully delivered through **digital channel**

An efficient operating model to achieve **response to citizen within 15 days** with a **strong level of quality service**

maprimerenov.gouv.fr

MaPrimeRénov' est une aide à la rénovation énergétique proposée par FranceRénov', calculée en fonction de vos revenus et du gain écologique des travaux.

Avant de déposer votre demande, vous avez la possibilité de consulter un Conseiller France Rénov'

Confort
Améliorez le confort de votre logement contre le froid, l'humidité et la canicule.

Économie
Faites des économies sur vos factures de chauffage et réduisez le coût des travaux grâce à vos aides.

Écologie
Participez à l'effort collectif pour lutter contre le réchauffement climatique.

Voir des exemples concrets ↓

↓

Démarrez votre projet

The challenges of MaPrimeRénov' program (1/2)

Reminder: key figures & key points before 2019

Legacy IS and operating model were not adapted to the new boosting service



70.000-100.000 grants delivered / year in average over 2014-2018 period



Decentralized ways of state grant distribution



No direct contact with citizens



**Objectives for 2021-2022
(set by the Government)**

Build and launch of a new service & website in 8 months

150 000 to 650 000 Grants delivered / year

Centralized method of delivery

Direct contact with citizens



Capgemini and PEGA support in order to reach all the objectives

Design and deliver a front and back PEGA platform on an agile at scale method

Design new processes and a robust technology

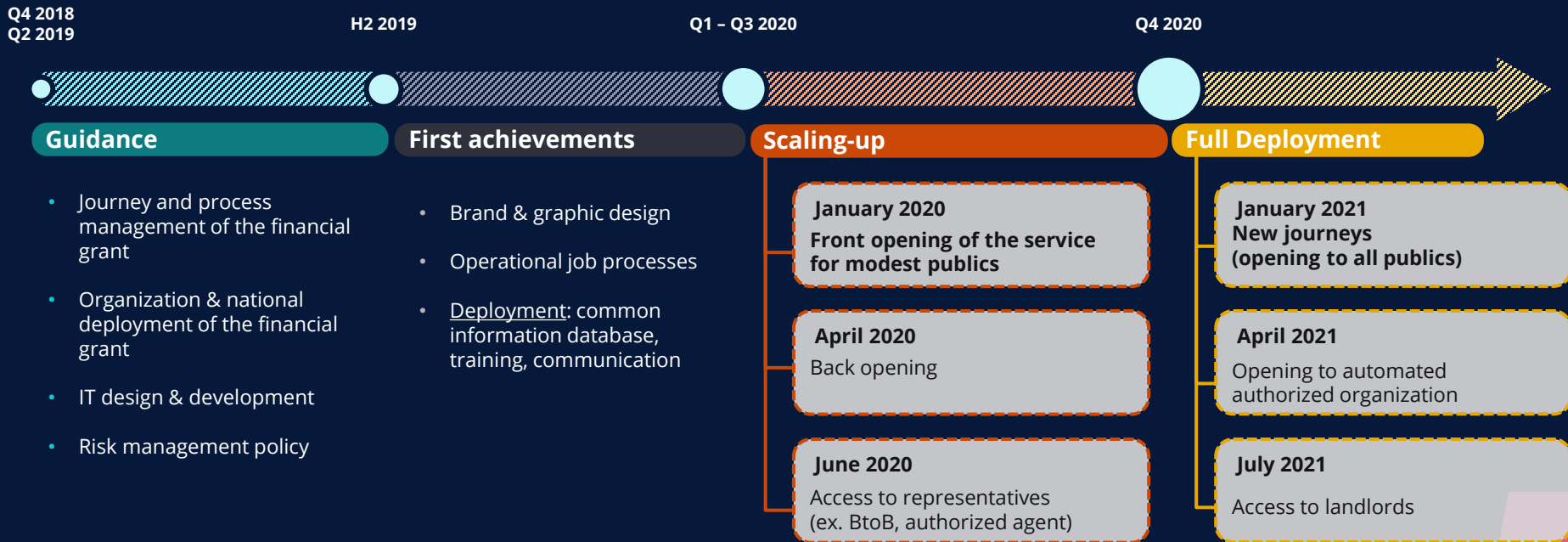
Design and roll out organization and skills reinforcement

Structure omnichannel interaction approach

The challenges of MaPrimeRénov' program (2/2)

Planning the implementation of the program

6 major journeys "GO live" / production in 18 months only



Two major challenges in 2022

Improvement and stability of the platform MaPrimeRénov'

- Context of **new functionalities implementation** to improve both user and instructors experience
- **Short periods of unavailability** of the platform at the beginning of the service, for both users as well as back office instructors
- **Strong responsiveness** from the team to get the service going again and not stop files delivery and instruction

Satisfaction of the public service audience

89% satisfaction in Dec. 2021*

What are people most satisfied about ?



86%
The time between the submission and the approval of the state grant



85%
The amount of the state grant



84%
The time between the sending of invoices and the transfer of the state grant

An Anah / Capgemini / PEGA partnership to reach French Government ambition

A strong end-to-end commitment capacity of Capgemini partner since the beginning of the project



Anah-Capgemini-PEGA leadership team during the 2020-2021 period (1/2)



Valérie Mancret-Taylor

CEO at Anah



Grégoire Frèrejacques

Deputy CEO at Anah



Vincent Perrault

Lab Innovation Manager at Anah



Alain Brossais

Strategic direction of territorial relations Manager at Anah



Céline Deconinck

Information systems and digital innovation Manager at Anah

Anah-Capgemini-PEGA leadership team during the 2020-2021 period (2/2)



Angélique Lallouet

Executive Director BU Public & Services Capgemini France



Augustin Bordes

Vice President Capgemini Invent.
Account manager for ANAH



Vincent Scherhag

Directeur Secteur Public
at Pegasystems



Pierre de Chauliac

Practice Director head of
operations at Pegasystems



Alexandre Dos Reis

Director at frog Part of
Capgemini Invent.

Program steering and team
transversal coordination



David Marx

Manager at
Capgemini Invent.

Business & process
leader



Aurélia Noël

Engagement manager
at Capgemini.

EM for the SAFE
Train delivery



Alphonse Vivanloc

PEGA senior solution
architect at Capgemini.

Architect lead for
the program



Muriel Ricca

Solutions
Consulting Manager
at Pegasystems

MaPrimeRénov', an undisputable success

An important press coverage of MaPrimeRénov' success



Key success factors

- A strong support from ministers and managing director of Anah
- A strong agility and capacity to overdeliver over time at Anah
- A strong expertise, responsiveness and commitment from key partners of Anah: Capgemini & PEGA

To be continued...



PEGA

PegaWorld*i***N**spire