SUCCESS STORY

PROVENCE CÔTE D'AZUR

365 TALENTS
a docebo company

Credit Agricole Provence Cote d'Azur focuses on people with 365Talents.

"365Talents was selected for its ability to co-construct and model, with agility, an HR approach for supporting employees based on skills and the use of artificial intelligence."



Christophe Mouquand
Head of People and Skills Development
CA-PCA

2700+
employees on the platform

95%
active profiles

91%
find the platform useful for their career plans

1100+
skills integrated on the platform

12 000+
consults of job descriptions

Crédit Agricole Provence Côte d'Azur

Working alongside individuals, professionals, farmers, small and large businesses, associations and local authorities, CA-PCA is the leading financier of the local economy in its area, covering the Alpes Maritimes, Alpes de Haute-Provence, Var and the Principality of Monaco.
Voted the region's preferred bank, with its 2,700 employees, it supports nearly 1 million customers, or 1 in 3 residents, in the achievement of their life projects.

Challenge

In a competitive environment, CA-PCA places its most precious asset, its human capital, at the heart of its strategy, working daily to satisfy customers. Wishing to further strengthen its attractiveness and employer brand, the regional bank initiated in 2021, as part of its Corporate Project "Terre de Confiance", a review enabling employees to build their own career paths, based on the best possible experience.
Internal satisfaction surveys quickly confirmed expectations and the need to put in place a structuring approach that would give employees greater visibility over the different career trajectories available, and enable them to play a genuine role in their own professional project.
After evaluating several options, CA-PCA chose to partner with 365Talents.

Solution

Ma Trajectoire Professionnelle: a unified platform

Before deploying the solution on a large scale, a pilot was carried out with 1,000 volunteer employees, with very satisfactory feedback, enabling us to refine its practices and demonstrate its usefulness. 'Ma Trajectoire Professionnelle by PCA' is now an innovative approach that places people relations excellence at the heart of the human resources strategy with relation engagement programs.

Initially, this involves completing and updating their profile, identifying the scope of possibilities, and then proactively engaging in exchanges with other employees or managers, to share experiences and scenarios, or requesting training, all with the support of their HR advisor. With 95% of employees having an active profile on the platform, it has been successfully integrated thanks to a solid support strategy including webinars, internal meetings and coaching for managers and HR advisors.

In 2023, AssessFirst was integrated into the platform, first for external recruitment, then internally to help employees identify their strengths and areas for growth. Over 800 tests were completed in the first 6 months.

“The HR strategy is largely based on internal advancement, with 400 to 500 mobilities per year. “Ma Trajectoire Professionnelle by PCA” is at the heart of this approach, providing employees with greater visibility of their career development possibilities, and with closer HR guidance by identifying employees' skills and expertise, suggesting opportunities for growth or providing more effective support.”



Laurent Panizza
Human Resources Development Manager
CA-PCA

PROVENCE CÔTE D'AZUR

Results

Exceptional engagement and a thriving career community

2700+
employees on the platform

95%
active profiles

12 000+
consults of job descriptions

1100+
skills integrated on the platform

Exceptional adoption :
95% of employees have an active profile, successfully rolled out through webinars, internal meetings, and coaching for managers and HR advisors.

Strong engagement :
12 000+ job descriptions consulted between September 2024 and August 2025, with a community of exchanges spontaneously emerging between employees.

Employee satisfaction :
91% of employees find the platform useful for their career plans, with an NPS score of +66.

External recognition :
CA-PCA received the "Talent Management" Award at the 2025 HR Engagement Trophies by myRHline.

A great success

Crédit Agricole Provence Côte d'Azur received the 'Talent Management' Award at the 2025 HR Engagement Trophies organized by myRHline, for its innovative initiative 'Ma Trajectoire Professionnelle,' developed in collaboration with 365Talents.

More information available in this video.



"The digital platform is completely in line with the HR ecosystem, which places this collaborative approach between the various players (HR, employee, manager) at the heart of the system, all at the service of the team."

Christophe Mouquand, CA-PCA





365 TALENTS
a docebo company

Skills to help you achieve your ambitions.

Book a demo

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365Talents is the AI-powered talent management platform that helps you manage your skills and talents and boost HR efficiency.
With over two million users worldwide, available in more than 45 languages, and integrated with over 100 HR systems, we are the European leader in Talent Experience and Skills Intelligence.