



CX Offers
Content eXplosion

YOU! At Scale.



Connected Marketing

Content eXplosion



**We are witnessing
a Content Explosion**

**An unprecedented and
accelerating demand for
engaging and personalized
content, across more channels,
in more formats, in real-time**



Customers' attention is now the **scarcest commodity**



10 seconds is the average time it takes for a visitor to **decide whether he will stay on your web page**

8.25 seconds is the average **customer's attention span**

On average, each person is hit with **more than 5,000 ad messages per day**

Sources: Forbes, Adobe, Qsample



Endlessly increasing the volume of content produced cannot be the solution anymore

Not sustainable for businesses

Not coherent in a context where customers are saturated with **(irrelevant) information**

41% of customers have **left brands behind** because of **poor personalization**

43% of customers are more likely to **convert when brands make an effort to personalize experiences.**

Switch from overload to dynamic content management to provide the right content to the right person at the right moment on the right channel

#impact

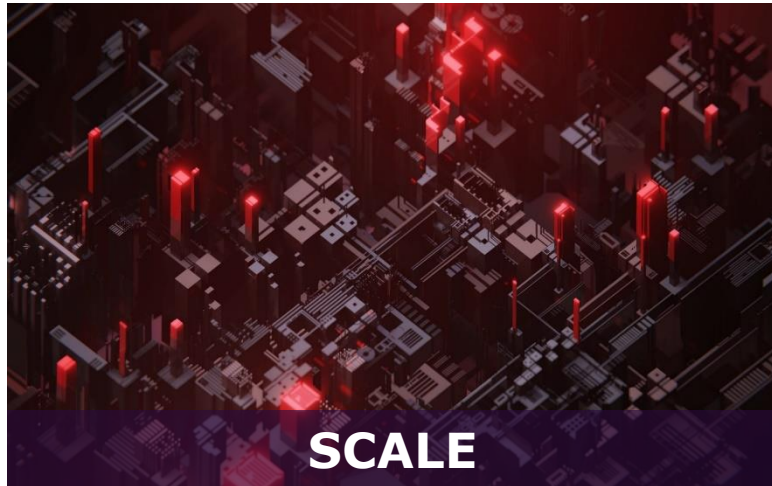
#differentiation

#engagement

Sources: Forbes



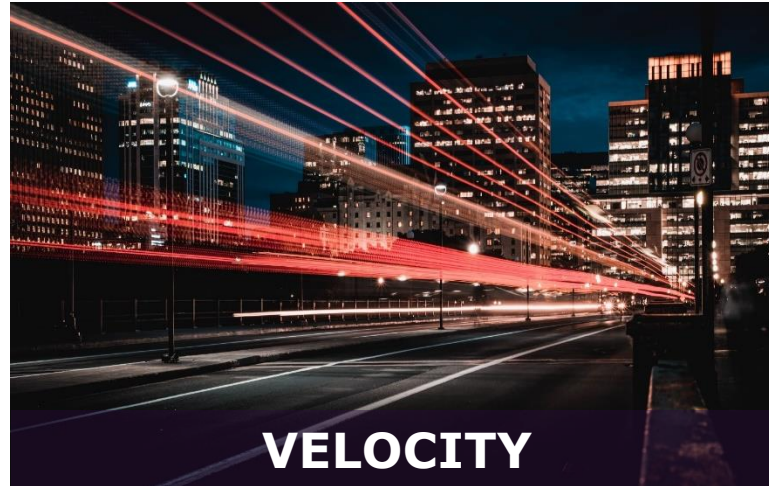
Be aware of content management challenges



SCALE

- # Multiple markets
- # Various channels
- # Volume of assets

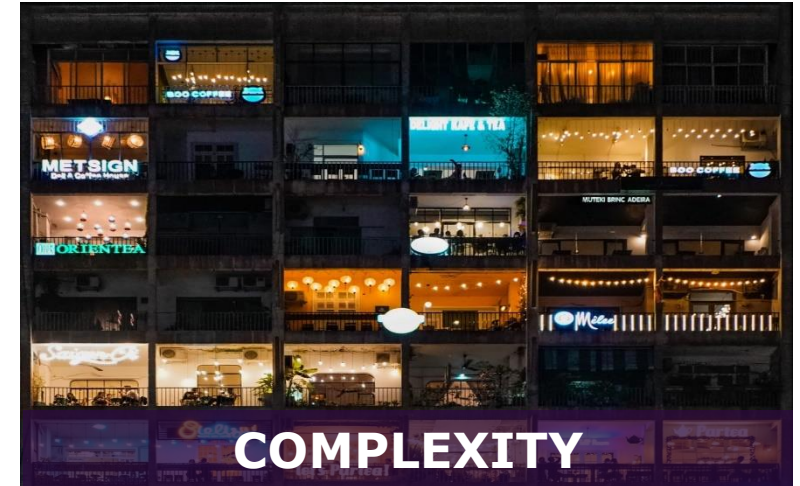
71% of marketers say they need to create 10x as many assets to support all the different channels



VELOCITY

- # Frequency
- # Real-time
- # Time to market

85% of marketers say they are under pressure to create assets and deliver campaigns more quickly



COMPLEXITY

- # Different content formats
- # Personalized experience
- # Consistency

65.8% of marketers say that producing engaging, well-designed visual content consistently is their biggest struggle

Sources: Adobe - Venngage, 2017



Capgemini helps you realize and maximize your content potential, enhancing brand salience, customer conversion and loyalty, through relevant and timely content

Drive your transformation to deliver the most relevant content, at scale



Design a content strategy to offer the best experience to customers while optimizing return on investment

Shift from a channel-centric to a customer-centric approach to offer seamless and consistent experience across all channels and touchpoints



Implement content platforms enabling content orchestration at scale and activation in real time

Harness the power of Data and Insights, leveraging AI, to deliver the most relevant and personalized content in real time, with the greatest efficiency



Adopt a sharing-driven organization to improve collaboration efficiency with internal and external stakeholders & ensure consistency all along the customer lifecycle

Set up agile ways of working to keep pace with market evolutions and adapt to an ever-shorter content lifecycle

Define the right content for each step of the customer's decision journey



	CALL TO ACTION	ROLE OF CONTENT	TYPE OF MESSAGE	KEY ACTIVATION LEVERS
SEE	Find out more	Raise awareness	EMOTIONAL Create a message that drives salience	<ul style="list-style-type: none"> Display (TV) Print media Celebrities OOH
THINK	Try it	Raise interest	EDUCATIONAL Educate audience about product benefits	<ul style="list-style-type: none"> Social media Brand website
DO	Buy now	Convert the audience	TRANSACTIONAL Enable quick and easy purchase during relevant moments of consideration	<ul style="list-style-type: none"> E-retailer Chat
CARE	Share it	Encourage advocacy	ENGAGING Tailor your message to loyal audiences who are able to spread word of mouth	<ul style="list-style-type: none"> Micro influencers UGC

Drive efficiency and effectiveness all along the Content Lifecycle



Differentiate your content plan for customer segment, while ensuring profitability

Streamline your content creation, including reviewing your agency rostering and sourcing 3rd party content (UGC)



Structure and standardize your assets to facilitate content activation and tracking

Automate content localization for channels and markets to drive efficiency



Automate publishing to release content at scale with expected time-to-market and quality

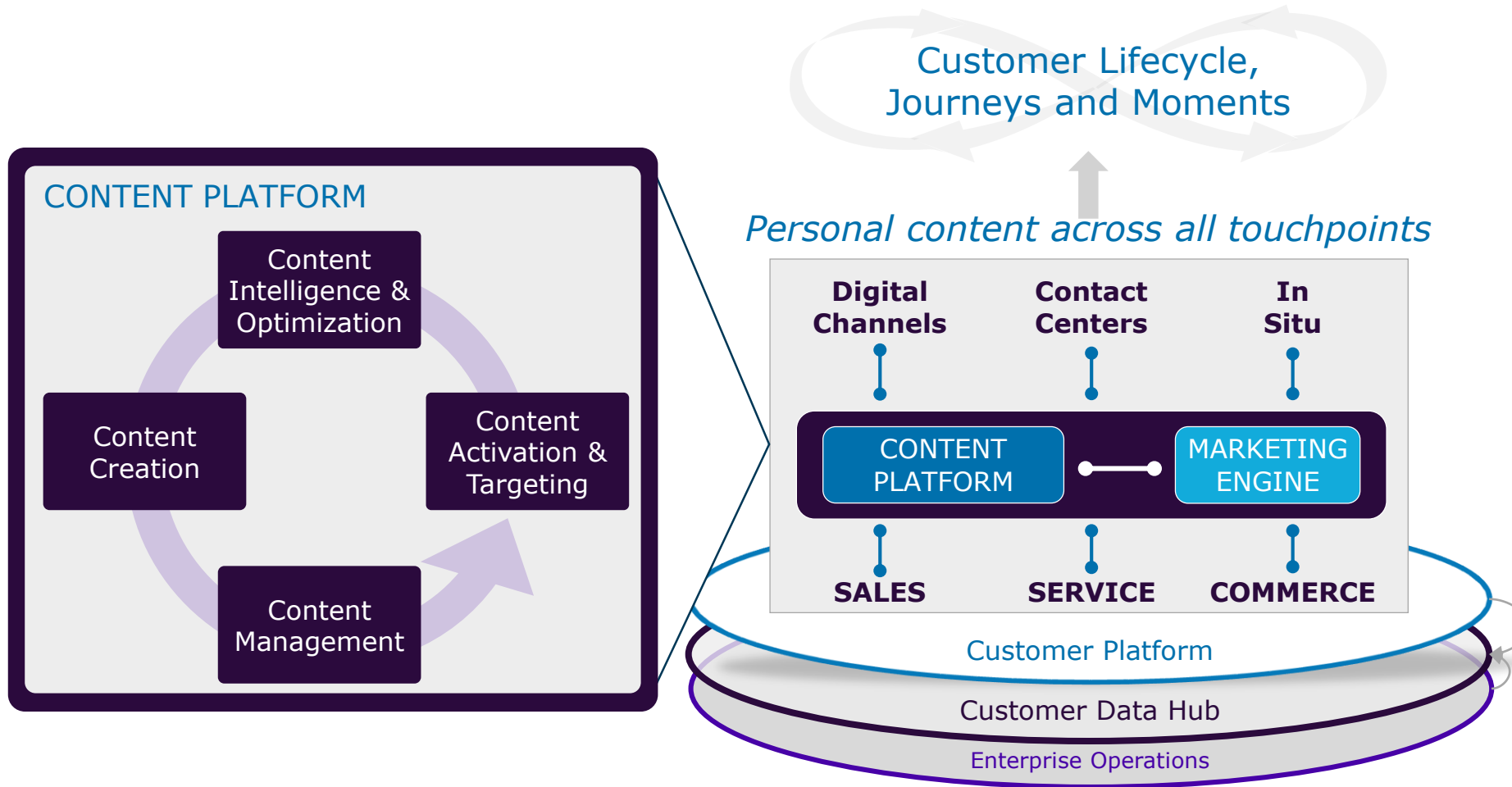
Leverage 3rd party platforms to maximize your content visibility



Track asset performance across the customer decision journey

Test and optimize content performance

Build a Content Platform to deliver personal content to your customers, at scale



Delivering **personal content** to customers across **touchpoints** is driving their experience

Content Platforms support the whole brand's content strategy and end-to-end **content lifecycle**, at scale. **Content Platforms** are connected with all customer engines and channels to **activate content** to customers across all touchpoints

Customer Data Hub provides the trusted and actionable data and insights to **target customers** with **personal content**

Transform your organization to enable agility, perfect execution and transversal ways of working



Flatten structures, create aligned **“squads”** and **break silos** to foster collaboration and drive greater processes efficiency



Define the **level of localized content** to guarantee consistency across markets (degree of centralization of your content management)



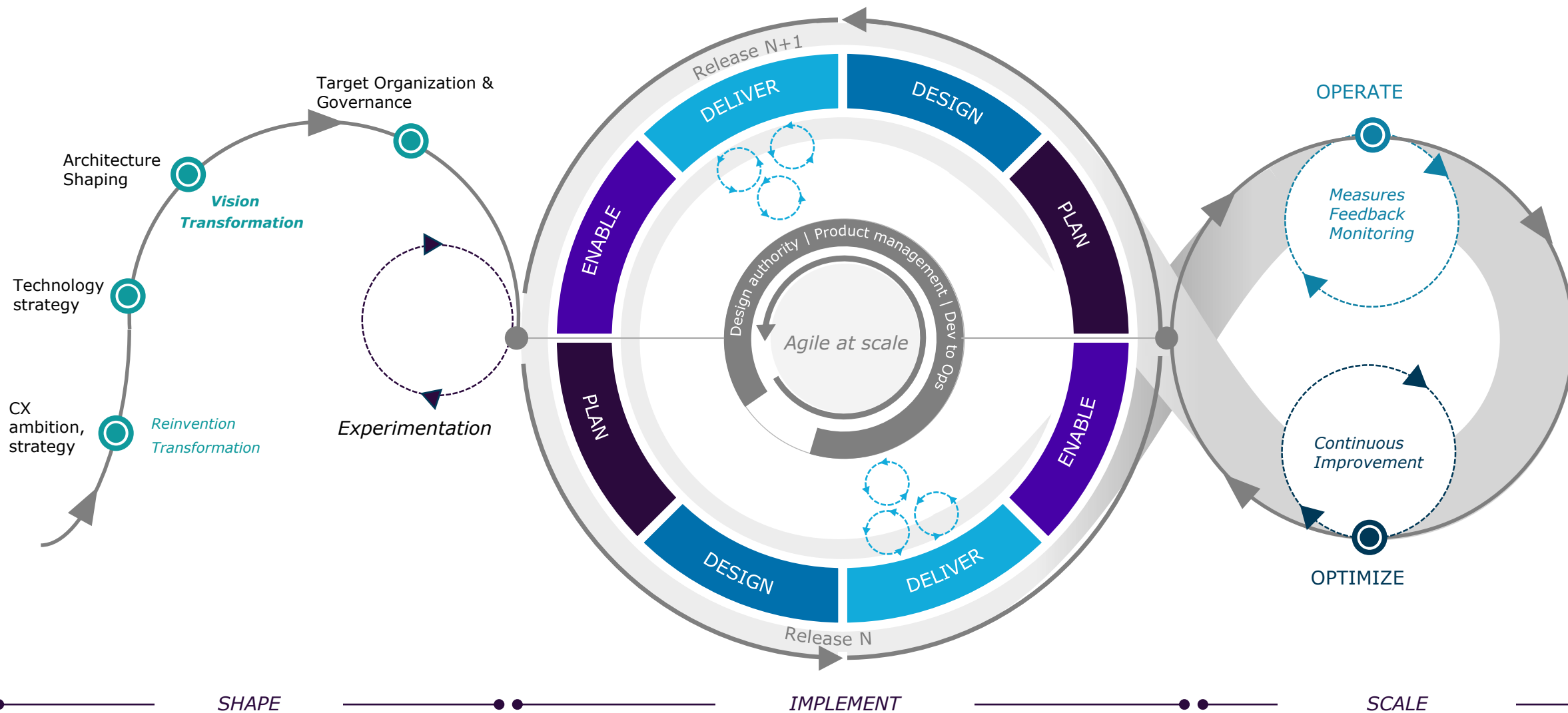
Assess your capabilities and ensure the presence of the **required skills** to efficiently operate the content strategy and manage the associated (new) technologies



Determine your opportunities to **outsource or internalize** your content activities and **reframe your relationships with agencies** to adapt to more agile ways of working



We designed a scalable end-to-end approach to co-deliver your technology & business transformation





We offer a comprehensive service offering

Strategy & Planning

Strategy to content

- ▶ Definition of ambitions and set up of content strategy | Definition of the target organization, ways of working and governance, required to meet ambitions | Identification of content platform requirements and target architecture shaping

Content Factory design

- ▶ Design of optimized processes, internally and with external counterparts

Customer & User interface development

- ▶ Customer's touchpoint and internal user's interfaces UX and UI design

Enablement

Technology solution delivery & integration

- ▶ Content platform implementation with the right technology stack, including migration of all existing assets

Organization & change

- ▶ Deployment of the target organization, upskilling and change management

Execution

Content Management & Performance measurement

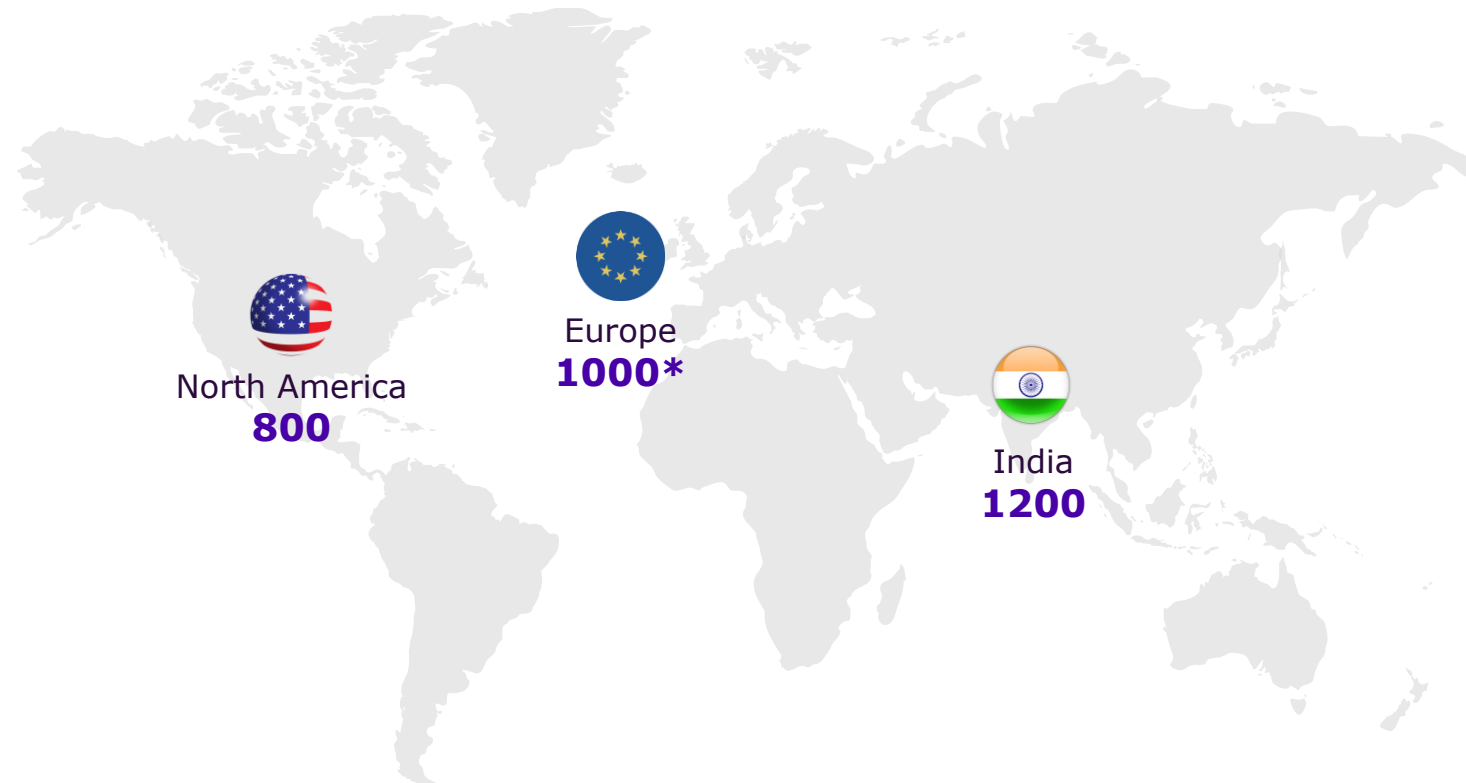
- ▶ Assets structuration and orchestration within the content platform | Content creation, distribution and activation across channel and touchpoints | Content performance monitoring to measure ROI and continuously optimize content creation and management



We can support you all along your project lifecycle thanks to our global footprint and comprehensive set of capabilities

25,000 Capgemini consultants, designers, technology and data experts worldwide
can support your projects from strategy to implementation

... including more than **3,000 dedicated MARKETING experts globally**



* Incl. 200 in Italy, 350 in France, 150 in Nordics and 100 in the UK



We partner with main software vendors to meet your expectations & specific needs

800+ experienced experts on the 3 main content platforms



Leader in Content experience, Marketing and Commerce solutions, Adobe helps every brand to deliver impactful and personal digital experiences to their customers at scale.

Leader in open-source content experience solutions, Drupal helps brands create and organize a wide range of content on their websites.

As one of the leading enterprise-level content experience solutions, Sitecore enables web content editors and marketers to have full control over all aspects of their website.



Leverage our strong experience & deep cross-sector expertise



Contact reference owner for approval

COTY
BEAUTY, LIBERATED



Improve customer engagement through a content platform implementation

Challenge

Coty is a world leading beauty company making cosmetic, skincare, fragrances, hair color and styling brands. Coty faced an increasing need for engaging, personalized content, across more channels, in more formats, on demand. To meet these new challenges and increase customer engagement, Coty needed to implement a new content platform that would enable marketing teams to manage and publish content in the most effective way. The company asked Capgemini to deploy a digital asset management system for 50 of its brands, in multiple markets.

Experience

ADOBE MARKETING CLOUD IMPLEMENTATION

- Implementation of Adobe Experience Manager, enabling Coty to efficiently manage its content lifecycle, notably through:
- the creation of one single source of truth for all marketing assets, ensuring brand consistency and compliance;
- the facilitation of assets re-use and adaptation, enabling Coty to scale content and improve time to market.

PROCESSES TRANSFORMATION

- Redesign of content management processes to drive greater agility in Coty's ways of working.

Key Data



Deployment on 50 brands, over 56 markets (4000+ users' adoption & 230,000+ assets managed)



19% increase in team productivity & reduced time to market by 20%



23% increase in revenue attributed to brand consistency

CLIENT: COTY

DATE: 2019 - ONGOING

Contact reference owner for approval

COTY
BEAUTY, LIBERATED



Solutions



Adobe
Experience Manager

Key success factors



Strong change management process, coaching end users with several training materials, adapted to the variety of groups to communicate with



Effective collaboration and involvement of different experts (both business and technical experts)



Test & learn with successive brand integration & **agile processes**: pilot with 3 brands across 3 markets

CLIENT: COTY

DATE: 2019 - ONGOING

Contact reference
owner for approval

Atlas Copco

Improve online lead generation through a marketing solution implementation



Challenge

Atlas Copco is a Swedish industrial group and the world leading manufacturer of mining equipment, compressors, construction equipment and industrial tools. The company faced issues to attract & convert customers, partly due to its existing website that lacked personalized and real-time content. To boost lead generation on online channels, Atlas Copco asked Capgemini to implement a new marketing solution across its global markets that would enable the group to offer an outstanding online customer experience.

Experience

CUSTOMER JOURNEY DESIGN

- Online customer journey and UX design, providing relevant information at each point of the buying cycle.

ADOBE MARKETING CLOUD AND ANALYTICS IMPLEMENTATION

Implementation of Adobe Experience Manager, Adobe Campaign, Adobe Target and Adobe Analytics, including:

- the set up of a very user-friendly editing system to facilitate content creation & management, and accelerate time to market;
- triggered and personalized campaigns development;
- website performance monitoring for continuous content optimization.

Key Data



250+% increase in customer conversion rate



Platform deployment into 122 Local sites, in 31 different languages



Go live after only 3 months of development

CLIENT: ATLAS COPCO

DATE: 2015 - ONGOING



Solutions



Adobe Experience Manager



Adobe Analytics



Adobe Target



Adobe Campaign

Key success factors



Co-construction of the platform with Atlas Copco, Capgemini and Adobe



Quick wins, to demonstrate efficiency and generate trust and motivation for broader solution deployment



Focus on the design of a user-friendly solution to facilitate and accelerate user's adoption and reduce onboarding costs

Internal use only



Drive better content management efficiency through a DAM system global deployment

Challenge

McDonald's is the world's largest fast food company. McDonald's needed to rethink its existing content management system and organization, to increase marketing teams' efficiency and reduce time to market. Its lack of efficiency was mainly due to legal and governance issues on asset management and ineffective assets localization and structuration. Therefore, McDonald's asked Capgemini to build and deploy at a global level a new Digital Asset Management platform.

Experience

ADOBE MARKETING CLOUD IMPLEMENTATION

- Adobe Experience Manager implementation (CMS & DAM), integrated with additional technologies, notably to facilitate assets, search, localization, downloads and tracking.
- Design of a simplified UI experience, thus increasing internal users' adoption and efficiency.
- Migration and re-categorization of all existing assets to the new solution.

GOVERNANCE AND WORKFLOWS IMPROVEMENT

- Review of the global content governance and improvement of asset management workflows, enabling to increase time to market.

TRAINING PROGRAM

- Build of a program to train internal users globally.

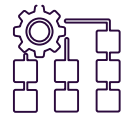
Key Data



200+ people trained in 20+ global markets



28.5% increase in internal users' downloads



Transfer, organization and re-categorization of 360,000+ assets

CLIENT: MCDONALDS

DATE: 2018 - 2019

Internal use only



Solutions



Adobe Experience Manager



Key success factors



Close collaboration between Capgemini teams and client's teams:
day-to-day work in the same workspace, as one team with diverse expertise (end of silos)



Agile ways of working,
with one new release every week



Strong technical expertise of Capgemini teams (especially on Adobe), enabling extremely fast problem solving, without relying on external stakeholders

CLIENT: MCDONALDS

DATE: 2018 - 2019



Business growth and employee churn reduction thanks to the design of a new organizational model

Challenge

L'Oréal is a French personal care company, a leader in cosmetic products. In 2017, the company launched a major program for many of its brands, with three key objectives: growing its business by leveraging digital transformation, improving its ways of working and reducing employee churn by improving employee experience. To meet these objectives, l'Oréal asked Capgemini to design a new brand management organizational model and new ways of working, adapted to each brand's specificities and ensuring global and local teams are future-fit and market-leading.

Experience

NEW ORGANIZATIONAL MODEL CO-DESIGN

- Design of an organizational structure, including new ways of working, roles and responsibilities, to accelerate content development, drive agility to react to market changes and consequently reduce time to market.

GLOBAL ROLLOUT

- Deployment of the new organizational model for several brands and in several markets, adapting to all specificities, using a Test & Learn approach.

CHANGE MANAGEMENT

- Advanced change management methodologies such as change champions, creation of communities, and thorough toolkits.
- Conception of an agile project management methodology and training of the client's cross division teams.

Key Data



Rollout on
5 brands



Deployment in
10+ countries



CLIENT: L'ORÉAL

DATE: 2017 - ONGOING

Internal use only

L'ORÉAL
PARIS



Key success factors



Co-creation: a run of several interviews, weekly design workshops, focus groups with all teams, "war room"... enabling collection of precious insights to design the most valuable organization



Test & Learn: agile ways of working, to quickly test the new organization and continuously optimize it

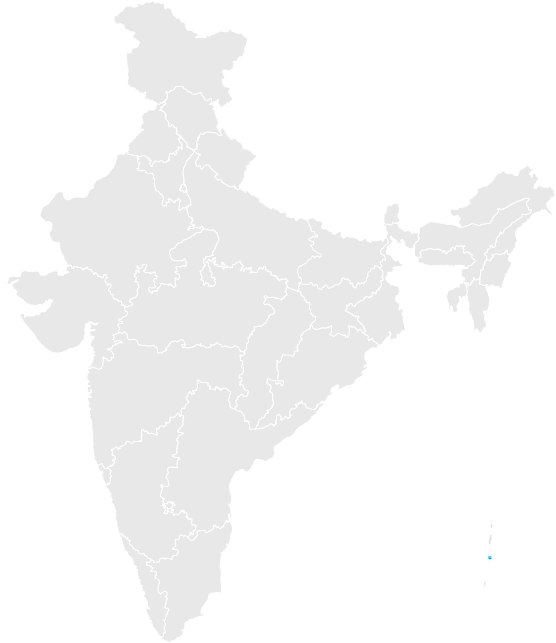
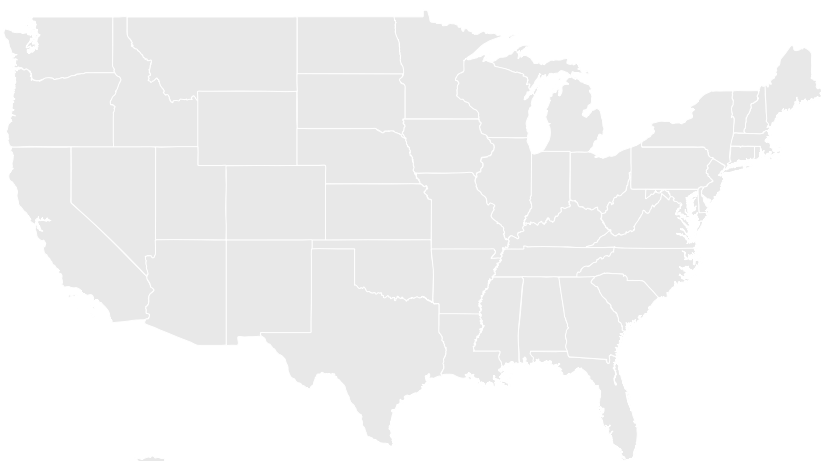


Change & Communication: efficient communication from the start (weekly newsletter, temperature check...) and identification of change champions to maximize adoption

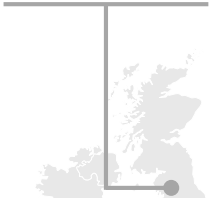
CLIENT: L'ORÉAL

DATE: 2017 - ONGOING

Capgemini contacts and experts for Content eXplosion



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People matter, results count.



About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

Learn more about us at
www.capgemini.com

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