

One-to-one Customer Engagement

Combining the power of Adobe Experience Cloud and Pega Customer Decision Hub

In this age of the customer, marketing is all about the moments – contextualized moments and personalized moments.

Enabling personalized customer engagement in an omnichannel world

How do your customers interact with your brand? From a company's web presence and social media channels, advertising campaigns and sales interactions, to contact centers, chatbots, and face-to-face interactions, you're operating in an omnichannel, real-time world.

Marketing that relies on simple segmentation and targeting doesn't work for today's demanding customers. What works is personal marketing that is always-on and real-time...

It's no longer enough to simply provide a consistent experience; customers are more and more demanding and ready to switch at the slightest inconvenience or disconnect. Moreover, they evolve their brand affinities, their likes and dislikes, their technology choices, and their emotions over time.

Today's brands need to be more relevant than ever – their reaction to the undecided, ever demanding customers must be real-time, always-on engagement through their preferred channel(s) that provide personalized experiences to meet their needs at that precise moment with - but how can brands achieve this?

The answer – with tailored, personalized experiences deriving insights from customer behavior and anticipating a customer's next step with your brand before they take it.



A focus on the customer with personal, omnichannel, and always-on engagement

Today's customers are informed and fickle. They crave close connections with the brands they connect with, and they expect a relevant, personal journey. To get their attention, brands must be relevant at the moment of truth. With data aplenty, the savvy marketer will focus on orchestrating contextually connected experiences in the moments that matter.

At Capgemini, we believe this means focusing on three pillars:

- 1. From segmentation to contextualized personalization:** communicating one-to-one messages, offers, actions for consumers across channels, micro-moments, and events are all linked to the consumers' journeys. This involves leveraging all available consumer data through analytics and machine learning in real-time..
- 2. Embracing a centralized, omnichannel approach that helps avoid channel conflicts, builds consistency, and removes blind spots:** Move from reactive analysis explaining what happened to the ability to adapt in real-time. Move fast – enterprise agility: changes to critical business decisions (offers, actions) managed centrally – in the most efficient manner.
- 3. From time-pushed campaigns to always-on AI interactions:** businesses need to move away from pre-scheduled campaigns targeting customer segments and embrace a proactive approach for customer engagement with real-time and relevant interactions. Real-time engagement is critical to customer centricity; driving successful outcomes in the moments that really matter and count to a customer across their holistic journey with a brand is key to long-term relationships.



Knowing when customers need you requires an always-on brain coupled with the ability to act."

Fernand Khouakoun
VP, Capgemini DCX Practice



Firms must develop a martech strategy that provides the agility to deliver personalized interactions on-demand, wherever and whenever customers choose.¹"

Connecting Pega Customer Decision Hub with Adobe Experience Cloud

To deliver what we have framed above, brands need to implement a seamless combination of "**communication and orchestration**" with "**intelligence and decisioning**."

Adobe is the market leader in communication and digital experience. Adobe Experience Cloud (AEC) provides an end-to-end customer experience solution for marketing, advertising, analytics, and commerce. It allows brands to automate and manage activities from CRM lead management and customer engagement to account-based marketing and revenue attribution.

This, coupled with real-time decisioning and interaction management provided by Pega Customer Decision Hub (Pega CDH), means brands have the capabilities to implement next best action (NBA) and next best offer (NBO) capabilities. Pega CDH incorporates AI and ML to consolidate, analyze, and identify the optimal action to take, in real-time and at the moment when a customer needs it. The action is selected considering the customer's history, the organization's KPIs, and the immediate customer need.

Capgemini, an Adobe Platinum Partner and a Pega Platinum Partner, recognizes that by uniting the power of Adobe Experience Cloud and Pega Customer Decision Hub, it is possible to go beyond traditional marketing and achieve truly personalized engagement across the customer lifecycle.

Our offer optimizes customer value across the complete customer journey within the organization: sales, customer service, operations, and marketing. We leverage customer insights from individual interactions across multiple channels to help you optimize the value of every single customer. Likewise, be it short-term, medium-term, or long-term, you can manage a clear strategy for each customer.

Our offer is already proven and integrated. We have a library of accelerators and methodologies, and have delivered the solution to several happy clients globally.

The value for YOU

Whatever your role, whatever your sector, leveraging a best-of-breed approach to augment Adobe AEC with Pega CDH will help you enable personalized customer engagement and, in turn, optimize the value of every single customer.

CMO: Deliver hyper-personalized offers for every customer interaction through real-time decisioning

- Marketing users can manage the decisioning models without needing recourse to IT in case of changes

CTO/Technology Head: Different platforms offering best-of-breed capabilities

- Seamless integration between Adobe AEC and Pega CDH
- Not locked in with one vendor
- Leverage Pega CDH as enterprise real-time decisioning engine

COO: Lower cost of analytics model/operations

CIO: Lower cost of IT delivery through Pega's low-code platform

- Leveraging value of enterprise data for insights
- Ability to differentiate with advanced enterprise custom decisioning models.

Sector use cases

We have identified and developed use cases for multiple sectors and CX domains to emphasize the significance of personalized CX orchestration led by customer data and intelligent decision-making capabilities.

	Financial Services (Banking and Insurance)	Manufacturing, Automotive, and Life Sciences	Energy, Utilities and Chemicals	Consumer Products, Retail, and Distribution	Telecommuni- cations, Media and Entertain- ment	
Value across Sectors	<ol style="list-style-type: none"> Loan/Mortgage Application <ul style="list-style-type: none"> • Increase application conversion, reduce attrition/dropout rates and improve customer satisfaction Cross-selling <ul style="list-style-type: none"> • Campaign to cross-sell home loans to its SME customers who have business checking or savings account 	<ol style="list-style-type: none"> Preventative Service Notification <ul style="list-style-type: none"> • Decision automation to help identify and notify the customer proactively where maintenance is required Field Sales Owner/ service experience 	<ol style="list-style-type: none"> Account creation Debt management <ul style="list-style-type: none"> • Identify possible defaulters and reach out to help 	<ol style="list-style-type: none"> Loyalty management eCommerce Aftersales service 	<ol style="list-style-type: none"> Customer Service Loyalty management 	
Horizontal Service Offerings	Marketing (Inbound and outbound campaigns)	Customer Service	Sales Automation (Lead Scoring)	Customer Churn Prevention	Price Optimization	Cross/Up-Sell





Why Capgemini

Capgemini provides end-to-end CX capabilities. We are the natural choice for those clients who want a partner that can support the development of their unique future and work with their business as well as a technical organization. Our client-centric teams across Invent, DCX, Insights and Data,

and Business Services come together to shape and deliver the desired outcome for our clients.

We are an Adobe Platinum Solutions Partner and a Pega Platinum Solutions Partner. Our architectural community collaborates with our clients to shape unique innovative solution architecture and enable them to achieve the future they want.

1,600+ Pega practitioners

1,100+ certified professionals

2021 – Pega Partner Award for Client Innovation for Digital Transformation

2021 – Pega Partner Award for Delivery Excellence for Pega Express Aligned Delivery Approach

1,400+ Adobe experts globally

1,000+ Adobe Experience Cloud certifications and badges

500+ Adobe Creative Cloud designers

50+ Magento Certified Specialists

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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