

ALIGNING DIGITAL AND PHYSICAL EXPERIENCES INTO A COHESIVE BUYER'S JOURNEY



Capgemini worked with a global automotive company to revamp its customer experience strategy for the modern car buyer

The Challenge

An automotive company needed to streamline customer experience across recently acquired brands. However, standardizing across different car brands, regions, and languages was a tall order. The company needed a way to develop new, rich digital experiences that were consistent with the traditional dealership experiences car buyers expected.

The Solution

Capgemini helped the automotive brand set up a complete digital-experience platform (DXP) to provide a fluid and rich experience customer across the entire buying journey, from research to purchase to ongoing maintenance and services. The solution from Adobe was integrated directly with existing analytics and targeting systems so brand equity and IP weren't lost. The Adobe solution ingested and analyzed data from hundreds of sources to create audience profiles for real-time activation and tracks users' online behaviors to adapt marketing campaigns.

The Outcome

The single DXP now manages 53 distinct brand websites across 38 countries and 26 languages, allowing the automotive maker to deliver personalized, targeted experiences at scale without adding IT complexity or cost.

38

COUNTRIES

53

DISTINCT BRAND WEBSITES

26

LANGUAGES

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE EXPERIENCE MANAGER ASSETS

ADOBE AUDIENCE MANAGER

ADOBE TARGET

ADOBE CAMPAIGN

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 325,000 team members in more than 50 countries. With its strong 55-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, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion (about \$21 billion USD at 2021 average rate).

Get The Future You Want | www.capgemini.com