

# DIGITAL TRANSFORMATION FOR A LEGACY BRAND



## Capgemini helped an automotive manufacturer meet rising customer expectations for digital experiences

### The Challenge

A global automotive brand was undergoing a digital transformation to better serve its customers. It focused on automating internal processes to reduce the cost and effort to serve customers through digital channels and future-proofing the digital platform to improve the way the business operates and meet GDPR digital privacy regulations.

### The Solution

Capgemini worked with the automotive manufacturer to create a new customer experience platform and deliver omnichannel experiences throughout the entire customer journey. A new analytics platform from Adobe enabled a data-driven approach to optimizing how the brand interacts and engages with customers, while improving UI and ease of use. Content was centralized in a single repository, enabling marketers and CX experts to reuse across campaigns and region.

### The Outcome

The new customer experience platform powered by Adobe allowed the automotive company to better integrate physical and digital customer journeys—providing customers across 52 countries and 3,000 dealerships with an end-to-end experience. In addition internal efficiencies to asset management and content delivery reduced average production time by 50 percent.

52

COUNTRIES

50%



REDUCED PRODUCTION TIME

3000

DEALERSHIPS

**TECHNOLOGY SOLUTIONS:**

ADOBE EXPERIENCE MANAGER SITES

ADOBE EXPERIENCE MANAGER ASSETS

ADOBE EXPERIENCE MANAGER FORMS

ADOBE ANALYTICS

ADOBE TARGET

ADOBE COMMERCE (MAGENTO)

**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).