

CREATING A STORE-LIKE EXPERIENCE ONLINE



Capgemini helped a global retailer create an intimate online experience for shoppers who were used to in-store service

The Challenge

A European retailer wanted to provide its customers with a fluid online shopping experience that would allow them to access the wealth and diversity of the company's offerings in-store without having to leave their homes.

The Solution

Capgemini worked with the company to create a single content management system (CMS) across multiple websites, regions, and languages. Powered by Adobe, the solution included optimization tests that enhanced the shopping experience in real time, allowing the company to deliver an intimate, store-like experience. Personalization tailored each shopper's experience across channels, maximizing revenue opportunities.

The Outcome

Within months, the retailer was able to double the number of shoppers to its commerce website. They land on a personalized, curated home page stocked with the products they know and buy. From there, marketers can provide coupons, deals and other offers for cross-sell and up sell opportunities.

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE TARGET

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).

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