Capgemini | Adobe

# FOSTER LOYALTY THROUGH MEANINGFUL ENGAGEMENTS



## Capgemini helped transform a Fortune 500 company its focus from products to customer experiences.

### The Challenge

A Fortune 500 company knew that it needed to improve customer loyalty to succeed in today's competitive business environments. It wasn't enough to rely exclusively on brand awareness when new digital competitors could undercut on price. It was clear that the company needed to compete on experience as a differentiator and improve the quality of each customer interaction across multiple channels.

### The Solution

The Fortune 500 company made a major personalization push, working with Capgemini to identify and capture rich consumer data across its own digital properties as well as third-party sources. Capgemini reviewed more than 2,000 datapoints and sites, creating a shortlist of sites with the greatest potential and utilizing this rich data to then define segments based on attitudes and behaviors.

The company also wanted to know more about its customer journeys, asking Capgemini to map these to demonstrate how existing marketing campaigns could be optimized and deployed through Adobe Marketing Cloud. Capgemini also configured the platform and created new standardized templates with Adobe that would enable marketing personnel from around the world to efficiently scale across regions and brands.

### The Outcome

Business transformation on this scale for a Fortune 500 company was immense, but working with Capgemini allowed the company to roll out highly-tuned personalization campaigns across 400 brands in 87 markets worldwide. This enormous feat was conducted quickly, seamlessly and with minimal disruption for the marketing staff and customers.

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