

BAKING PERSONALIZATION AND LOCALIZATION INTO CUSTOMER EXPERIENCE



Capgemini worked with a baking-supply retailer to build a new digital presence across channels and regions

The Challenge

A company dedicated to providing bakers and pastry chefs access to the best ingredients wanted to expand its digital presence and reach customers across new markets. It needed to build a new customer-engagement platform across various channels. The platform needed to be flexible and agile to enable the quick roll out of new features and capabilities to meet evolving customer expectations.

The Solution

Capgemini worked with the company to implement a single content management system (CMS) powered by Adobe that covered multiple websites, regions, and languages. This optimized tests for specific promotions of products, accelerated the time to market of new online and offline initiatives, and tracked the most viewed products to optimize customer journeys.

The Outcome

The new CMS platform allows the baking company to deliver fluid and rich experiences across physical and digital channels. The marketing team can leverage content across regions, markets, and languages—providing a friendly user experience for everyone.

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE EXPERIENCE MANAGER ASSETS

ADOBE ANALYTICS

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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