

TAKING A DATA-DRIVEN APPROACH TO ONLINE SHOPPING



Global retail chain worked with Capgemini to revamp its digital experiences to meet dynamic customer expectations

The Challenge

One of the world's largest retail chains needed to improve its digital presence to better leverage a data-driven approach to customer experience. The company was late to the on-line shopping game, trailing digital disruptors that could build lean digital experiences from scratch more efficiently and effectively. The retailer's existing infrastructure was not lean or dynamic enough to enable the business agility needed to compete for today's consumers.

The Solution

Capgemini worked with the global retailer to revamp its customer-experience strategy with a single content management system (CMS). Using Adobe, the company was able to track customer behavior, personalize experiences in real time, and optimize journeys through the buying process. In addition, the CMS can adapt to meet evolving needs and innovative features while allowing marketing and CX teams to operate the systems with limited IT involvement.

The Outcome

The new customer experience platform powered by Adobe allows the retailer to take a data-driven approach with analytics and audience management. Marketers can essentially run the program on their own with limited IT involvement—creating a self-service platform that enables fast, quick decision making in the moment. Most importantly, the new architecture is dynamic, scalable, and composable—ensuring that new technologies, channels, and functionality can be added quickly when it makes sense.

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE EXPERIENCE MANAGER ASSETS

ADOBE AUDIENCE MANAGER

ADOBE TARGET

ADOBE ANALYTICS

About Capgemini

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