

MAINTAINING BUSINESS AGILITY IN THE FACE OF CHANGING EXPECTATIONS



Capgemini worked with a grocery retailer to respond faster to dynamic needs and speed time to market

The Challenge

A European-based, multi-chain grocery retailer needed to provide its customers with a seamless and valuable experience across multiple channels and various brands. It needed to become more agile with an ever-changing market landscape.

The Solution

Capgemini worked with the grocery retailer to create a new online shopping experience. A single content management system (CMS) powered by Adobe consolidated multiple websites and made the customer journey unique and specific to the region and language of the visitor. Marketers had the ability to run tests, analyze data, and optimize future campaigns and offers.

The Outcome

The retailer's new customer experience architecture powered by Adobe streamlined marketing operations, enabling the team to deliver highly personalized shopping experiences at scale across multiple countries, regions, and languages. New products can be added to inventories quickly while data-based insights drive targeting and offers—allowing the retailer to be more proactive and agile with its marketing strategy.

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE EXPERIENCE MANAGER ASSETS

ADOBE TARGET

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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