

USING DIGITAL TRANSFORMATION TO ENABLE NEW BUSINESS MODELS



Capgemini helped a lifestyle company rethink how it engaged with customers across brands

The Challenge

An established lifestyles company saw an opportunity in the digital space to completely rethink how it engaged with customers across its brands. The legacy customer-experience platform lacked scalability and integration with existing solutions to effectively deliver consistent experiences across multiple digital channels. Siloed data and content caused a disruptive customer experience.

The Solution

Capgemini worked with the lifestyle company to create a central repository to create, modify, approve, store, archive, search, and activate legacy and future assets. Powered by Adobe, this allowed CX and marketing teams to activate assets in real time across touch points to better engage with customers with the most appealing and immersive experiences. The solution was integrated with existing IT systems across eCommerce, CRM, and loyalty programs, creating a holistic customer-engagement platform while supporting a new way of doing business.

The Outcome

The lifestyle company was able to integrate its brand websites into one, consolidated customer experience in less than four months. Now, customers are engaged seamlessly across channels and product lines, leading to cross-sell opportunities. The marketing team now works more autonomously through the simplified, composable platform—rolling out new features and content to more users across regions quickly and efficiently.

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER ASSETS

DYNAMIC MEDIA

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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