

CONSISTENT EXPERIENCES ACROSS COUNTRIES AND REGIONS



Capgemini helped a beauty and lifestyle brand deliver local experiences within global brand guidelines

The Challenge

TECHNOLOGY SOLUTIONS:

A major beauty and lifestyle brand needed to streamline its customer-experience strategy across its growing brand portfolio and markets. Its existing strategy was disjointed and spread across platforms, locations, and teams – making it hard to find and reuse digital assets.

The Solution

Capgemini worked with the beauty and lifestyle brand to define a central repository of digital content that allowed CX professionals and marketing teams to create, modify, approve, store, archive, search, and activate legacy and future assets. This made it easier to deliver localized experiences with a globally consistent look and feel without adding IT overhead or redundancy across regions and languages.

The Outcome

The Capgemini engagement enabled the on-the-fly activation of assets on 17 websites, mobile websites and apps across 10 distinct languages while making it easier for internal teams and external contributors such as creative agencies and partners to collaborate more closely. The digital repository is now made up of more than 200,000 assets and grows by more than 10,000 assets a year, each one tagged for easy search and implementation.

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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