

DIGITAL TRANSFORMATION POWERS BUSINESS CHANGE



Capgemini helped a utility company transform its customer-engagement platform across multiple regions for optimal growth

The Challenge

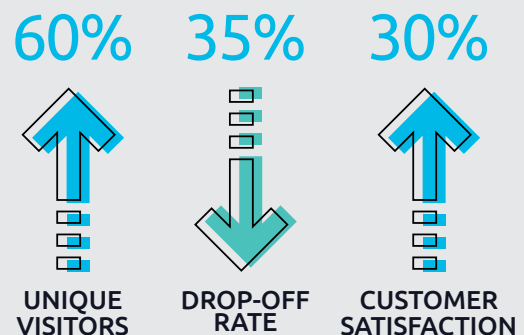
A regional energy utility company launched a digital-transformation initiative to help grow into a large, multinational global player in the power generation, natural gas, energy trading, retail, and distribution markets. To achieve success, the company needed to rethink its digital customer experience across multiple regions and languages, allowing for easy and user-friendly navigation and engagement when signing up for services and requesting support.

The Solution

Capgemini took the “glocalization” approach to customer experience based on a root content management system (CMS), powered by Adobe. Adopting campaigns to meet regional needs and requirements allowed the company to implement new market specific features, including localized social media and workflows. In addition, the composable architecture allowed marketers to operate the platform with limited IT support.

The Outcome

Rolling out the new digital experience platform paid off nicely. The company enjoyed a 60 percent increase in unique visitors, a 35 percent decrease in drop-off rate and a 30 percent improvement in customer satisfaction score.



TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

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).