Capgemini | Adobe

DELIVER DIGITAL EXPERIENCES IN A TRADITIONALLY PHYSICAL INDUSTRY

Capgemini delivered a digitized customer processes for a major European energy utility company

The Challenge

A major European energy utility company needed to create and deliver a new digital experience for a growing market. Three million people change addresses each year in France, and each move offers an opportunity to acquire a new customer or retain an existing customer. To attract an increasingly demanding consumer while streamlining internal processes for employees, transferring or creating new accounts needed to be smooth, seamless, and convenient.

The Solution

Capgemini implemented Adobe Experience Manager Sites (AEMS) to create a new personalized digital experience at scale. Targeting was set up to identify and proactively reach out to potential customers across multiple channels. This platform provided the company's marketing organization the editorial ability to identify unique ways to engage with their targets and customers.

The Outcome

The Capgemini engagement allowed the utility's non-technical marketing team to roll out new digital experiences for its customers with minimal involvement from the IT team. And they did this within a 90-day migration window. Now, 65 percent of the utility's customers are on a digitalized subscription journey, consuming highly personalized, highly curated content blocks that are 85 percent reusable for other campaigns.

TECHNOLOGY SOLUTIONS: **ADOBE EXPERIENCE MANAGER SITES**