

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

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).