

CREATING A SINGLE SOURCE OF TRUTH



Capgemini worked with a financial-services company to consolidate and centralize customer information and asset management

The Challenge

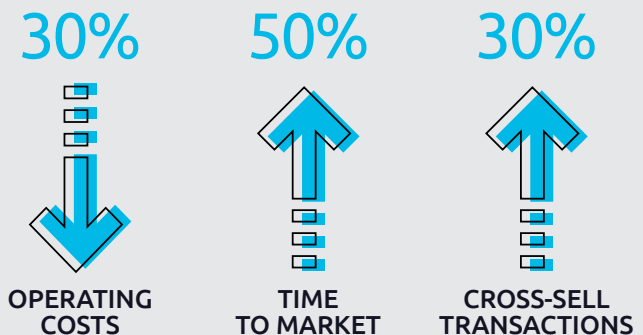
Customer information, documentation, and digital assets were spread out across the global financial-services company, leading to disjointed online customer experience, manual processes, and inefficient content-management systems.

The Solution

Capgemini worked with the financial services company to deliver a single and centralized content management system (CMS) across multiple countries, languages, and services while supporting local management. Powered by Adobe, the cloud-based solution streamlined planning, enabled consistent ways of working, and provided much-needed visibility across end-to-end marketing plans. This resulted in a five-star omnichannel user experience across 200 websites with harmonized content and personalization capabilities.

The Outcome

The new customer experience platform powered by Adobe led to a 30 percent reduction in operations costs while accelerating time to market by 50 percent. At the same time, cross-sell transactions grew 30 percent.



TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER ASSETS

ADOBE EXPERIENCE MANAGER SITES

ADOBE TARGET

MARKETO

WORKFRONT

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).