

ALIGNING PHYSICAL AND DIGITAL EXPERIENCES



Capgemini worked with a global financial institution to merge physical and digital realms to deliver a cohesive banking experience

The Challenge

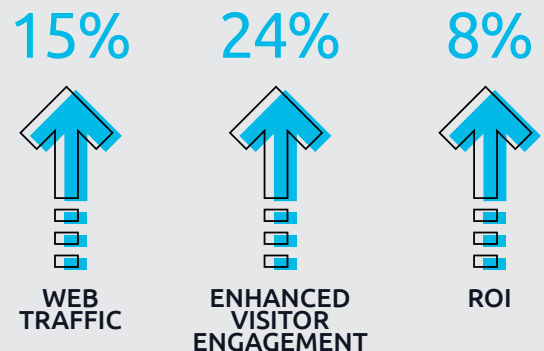
The international banking market is constantly changing as wealthy customers continue to expect richer experiences. More than just a physical location, banks and other financial organizations need to provide high-quality digital experiences across multiple channels to attract the clientele they seek while meeting increasingly complex government regulations across multiple countries and markets. To achieve this seamless, secure, and private experience, banks need a complete view of the customer and personalize the type of experience these high-value customers expect.

The Solution

Capgemini worked with a Swiss bank to overhaul and better align its digital strategy to its client expectations. Using Adobe Experience Manager Sites, Adobe Analytics, Adobe Target, and Adobe Campaign, Capgemini created a single repository for customer data that spans the acquisition to loyalty phases of the customer journey. Incorporating third-party data from Google, Decibel Insight, Medallia, Searchmetrics, MaxMind, and Tealium, the financial institution identified customers preferences based on their interactions with the digital platform.

The Outcome

The new digital experiences increased traffic to the bank’s website by 15 percent and enhanced engagement per visitor by 24 percent. The increased traffic and more curated experience increased ROI by 8 percent.



TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER SITES

ADOBE ANALYTICS

ADOBE TARGET

ADOBE CAMPAIGN

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).