

# BANKING ON NEW EXPERIENCES



## Capgemini worked with a global bank to enhance its digital presence with a future-proof content-management system

### The Challenge

A global bank needed to meet evolving customer expectations around digital experiences. The bank's digital properties were running on legacy infrastructure that constrained analytics, contextualization, personalization, and experience optimization – resulting in non-harmonized online user experiences. The bank did not have a central repository for digital assets, creating a disjointed marketing and content strategy with higher costs and poor content velocity.

### The Solution

Capgemini helped migrate legacy sites to a future-proof content-management system (CMS). Built with Adobe Experience Manager Sites, the platform tracked the customers journey, responded in real-time to their questions, and met their expectations. Quality assurance and regression testing allowed the company to find bottlenecks and optimize experiences per users' individual preferences and needs. New features and capabilities can be easily added to the composable architecture, ensuring that the bank will always be ready to respond to customer expectations as technology evolves.

### The Outcome

The new customer experience platform allows the company to harmonize user experience around real-time needs and preferences. It's done this without adding IT complexity or costs. In fact, the ability to eliminate content redundancy across the organization is expected to provide enough ROI to pay for the entire engagement.

**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).

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