

BUILDING A STRONGER CONNECTION WITH CUSTOMERS



Capgemini helped a sensor manufacturer build a digital-commerce platform from scratch

The Challenge

A company that designs and manufactures connectivity and sensor products knew that it needed a better way to connect directly with customers. Its existing business model was too dependent on distributors and other partners, leading to a disjointed experience that was less than satisfactory for the end user.

The Solution

Capgemini worked with the company to build a new digital commerce site, using SAP Commerce Cloud as the commerce backbone and Adobe Experience Manager for content management. Now, customers can purchase all products from a single website while distributors maintain the relationships.

Each distributor has its own site within the commerce platform that can be customized per pricing, inventory, and order fulfillment. Customers can order products directly from their local distributor's branded site, ensuring a consistent experience for anyone regardless of location, industry, and distributor. The site leads with a responsive design and includes multilingual support.

The Outcome

The equipment manufacturer launched its new consumer-focused commerce site with more than 20,000 new parts. Within a few months, the site attracted 50 percent net new customers who now record twice the engagement of offline customers. The better online experience has resulted in improved customer care, more on-time delivery and lower defect density.

50%



NET NEW CUSTOMERS

2X



ENGAGEMENT OF OFFLINE CUSTOMERS

TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER

SAP COMMERCE

CLOUD SALES FORCE

MULESOFT ANGULAR

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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