

# CONSOLIDATION AND MODERNIZATION OF DIGITAL EXPERIENCE PLATFORM



Capgemini defines roadmap for a large bank in North America to effectively streamline content for improved brand association

## CHALLENGES

One of the major challenges faced by this banking client was their disconnected customer base across intranet and internet websites due to inconsistent branding. The bank was losing out on revenue due to lack of personalized content, absence of social media channels and a non-existent multi-channel content delivery platform. The bank's in-house content management system that operated across the business was hurting the bottom-line figures through increased maintenance and support costs. Their current content management system required IT intervention even for minimal changes. Additionally, the tedious and time-consuming content entry process increased the time to market for various products.

## SOLUTION

Capgemini defined business objectives in discussion with key business and IT stakeholders of the bank. A roadmap for implementation, rollout and new platform onboarding suited for short to long-term business timelines was defined. Content operations was handled for onboarding of business divisions onto the new Adobe content management platform. A well-defined processes for content authoring/publishing was implemented with round the clock support and functionality enhancements. This effectively reduced the time to market and improved the bank's overall brand perception amongst the customers.

## IMPACT

REDUCED 'TIME TO MARKET' FOR VARIOUS PRODUCTS  
- **80%**

**IMPROVED** CUSTOMER EXPERIENCE ACROSS ALL TOUCH POINTS

**STREAMLINED AND UNIFIED** CONTENT AUTHORING, REVIEWING, AND PUBLISHING

**50%** REDUCTION IN TOTAL COST OF OWNERSHIP

**IMPROVED** BRAND ASSOCIATION/ RECALL

**MINIMAL** IT INTERVENTION

### FOCUS AREA

- Discontented customers due inconsistent branding
- Lack of targeted content for online campaigns
- Disintegration with Social Media Channels
- Increased maintenance and support cost
- Absence of multi-channel content delivery platform
- Increased time to market

### ADOBE SOLUTIONS

- Adobe Experience Manager

#### About Capgemini

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