



# ENHANCED CUSTOMER EXPERIENCE FOR A GLOBAL BANK

Capgemini helps to revamp the global websites for strategic alignment and optimized cost management

## CHALLENGES

As most of us are aware of the cut-throat competitiveness that exist in the banking sector, the global bank too knows the importance and need for providing an engaging end-user experience which will pave way for customer retention and revenue maximization. But the current content management system did not have right calibre in providing an enhanced user experience globally across various break points and marketing channels. Their content updates on global websites took longer times than usual which made them uncompetitive often in the market. Another biggest challenge for the bank was to effectively manage a global website that accommodated multiple languages with optimized operational cost.

## SOLUTION

Capgemini helped the global bank for migration into a new content management platform empowered by Adobe in an agile fashion. This would keep them in line with their strategy of “consistent and effective experience” globally. The new platform offered a cross channel responsive website with Multi-site/lingual management capabilities. This strategic move provided a reusable and manageable website components as one of the primary features which delivered a smooth environment to update/publish content for authors.

## IMPACT

**IMPROVED**  
END USER EXPERIENCE

**REDUCED**  
COST OF MANAGING  
WEBSITES GLOBALLY

**FASTER**  
DELIVERY TO GLOBAL  
MARKETS

**ZERO TO MINIMAL**  
DEPENDENCY ON IT  
TEAMS

### FOCUS AREA

- Poor user experience across channels
- Delayed content update on web portals
- Absence of multilingual facilities
- Inconsistent experience for end users
- Lack of unified global view across all break points
- High cost of managing global websites

### ADOBE SOLUTIONS

- Adobe Experience Manager

#### 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 over 350,000 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.

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