



ENABLEMENT OF HYPER-PERSONALIZED OFFER MANAGEMENT CAPABILITIES

Capgemini helps a leading US bank to deliver real-time hyper-personalized experiences for targeted products and offers

CHALLENGES

The US bank faced increasing volume of personalized offers, but high manual intervention increased the overall lead times and its associated cost. Home grown offer management solution lacked content orchestration and authoring capabilities for offer delivery process. Additionally, there was no integration between offer management system and content management platform leading to inability to share offer metadata details.

SOLUTION

Capgemini reimagined and infused hyper-personalization capabilities to deliver targeted product, pricing, and advice across the entire customer journey. The combined capabilities of Adobe's content management platform with Naehas offer management platform was integrated to offer personalized products and pricings throughout a customer's journey with the bank. The overall enterprise to enterprise processes was improvised to build and deliver personalized real time experiences across channels. This integration brought a digital revolution for the bank in terms of increased speed of creation, approval and delivery of offers to each and every customer.

IMPACT

3X
INCREASED
PERSONALIZATION

75%
REDUCED TIME TO
MARKET

60-70%
IMPROVEMENT
IN OFFER
MANAGEMENT SLA

\$600K – 750K
COST SAVINGS

FOCUS AREA

- High manual intervention
- High lead times
- Lack of contentt orchestration and authoring capabilities
- Disintegrated content management and offer management platforms

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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