



PERSONALIZED AND INTEGRATED CUSTOMER JOURNEY EXPERIENCE

Capgemini helps a global financial services company to create unified, seamless user experience with better engagement

CHALLENGES

The global financial services company wanted to migrate and standardize their web experience platform. As they had multiple disparate legacy systems they wanted to consolidate the multiple content management system for retail investors, wealth advisory and institutional investments to achieve the above said objective of them. Moreover, their Tech team relied on IT teams for content authoring and updates due to legacy systems which slowed down their time to market. There was no agile based content release process for quicker page updates.

SOLUTION

Capgemini drove the digital transformation initiative for the global financial services company with a complete platform migration to Adobe content management platform from a fragmented/disperate legacy system. This helped the company to unlock a superior user experience for their Research Analysts and improve collaboration amongst various stakeholders. A highly efficient and fast research publication was made possible through this revamp. End-to end support for marketing rationalization with complete roadmap for Martech prioritization was provided to meet the future needs of the company.

IMPACT

50%
REDUCTION IN
MARKETING OPERATION
COST

15%
INCREASE IN TRAFFIC

IMPROVED USER
EXPERIENCE

FOCUS AREA

- Inconsistent authoring and publishing
- No content release process
- High technical debt

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Analytics
- Adobe Target

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.