



WEB AND MARTECH TRANSFORMATION

Capgemini helps one of the largest superannuation funds in Australia to offer better targeting and end user experiences

CHALLENGES

The merger of 3 big superannuation funds created the need to deliver simple and consistent member experiences not only across multiple brands and platforms but also for the end customers. Disjointed customer details across siloed systems resulting in delayed custom experience responses. In addition, the load time for webpage was slow and if they did return the search results, it was much delayed with irrelevant content. Only less than 42% of the people found what they wanted on the website.

SOLUTION

Capgemini implemented Adobe experience cloud comprising of three key Adobe's platform for the MarTech transformation of one of the largest superannuation funds in Australia. Orchestration of experiences across various touchpoints like Adtech, Email, SMS, Mobile was developed based on customer life stage or preferences via Adobe Journey Orchestrator. This helped them to gather member marketing preferences from sources in near real-time and provide customized offering to end users. Centralized digital data and segmentation in Adobe AEP was completed to enhance retargeting of prospects based on real-time behavioral data.

IMPACT

NEW WEBSITE LAUNCHED WHICH IS **99% ACCESSIBLE**

IMPROVED PAGE LOAD TIME - **GREATER THAN 500%**

4000+ REAL-TIME EMAILS SENT TO CUSTOMERS BASED ON BEHAVIORAL EVENTS ON DAY 1

10+ CHANNELS ACTIVATED FOR **1:1** COMMUNICATIONS WITH PROSPECT

150+ SEGMENTS CREATED

EFFECTIVE CUSTOMER TARGETING ON ONLINE PLATFORMS

FOCUS AREA

- Disjointed customer details
- Siloed systems
- Delayed custom experience
- Slowed webpage load time
- Irrelevant search results

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Experience Platform
- Adobe Journey Orchestrator

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.