



REDESIGNING CAMPAIGN MANAGEMENT PLATFORM

Capgemini helps a global insurance firm to predict, map and earn customer trust through personalized interactions

CHALLENGES

The global insurance firm had legacy system related issues such as scattered data that prevented them from delivering a personalized experience for both their B2B and B2C customers. The firm concluded that they wanted to normalize and create new database with standards to overcome this issue. They also know that they wanted to modify the existing campaign management platform for real-time tracking of customer purchase pattern which might help them to earn trust and develop a seamless cross-channel customer engagement. This will not only improve the overall brand association but also will increase the conversion rate for the firm.

SOLUTION

In order to achieve the objectives for the global insurance firm, Capgemini implemented Adobe marketing cloud platform to simplify the customer journey orchestration. A comprehensive omnichannel view of the customer journey was developed through Adobe Campaign with integration of firms' available customer touchpoints. The current campaign management system was redesigned to execute marketing plan, customize offers, track campaigns, and to send push notifications and alerts to customers. A separate offline/online channel was developed to create, generate and validate customer profiles available in multiple platforms. To enable them to grow brand awareness and generate a larger pipeline of new leads, fresh ways of engaging with customers was developed with enhanced analytics and campaigns. All this developments and initiatives helped them to better segment data across businesses based on their marketing plan and ensured automatic transfer data between client and third parties.

IMPACT

IMPROVED
OVERALL
CONVERSION
RATE

PERSONALIZED
OFFERS/
EXPERIENCES
TO CUSTOMER

MINIMAL IT
INTERVENTION

MEASURABLE
ROI

360-DEGREE
VIEW OF THE
CUSTOMER
JOURNEY

REDUCED
MAINTENANCE
COST

FOCUS AREA

- Scattered database due to legacy issue
- Limitation in tracking real-time customer purchase patterns
- Improve customer conversion rate

ADOBE SOLUTIONS

- Adobe Marketing cloud
- Adobe campaign

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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