

MARKETING AUTOMATION FOR INCREASED SALES



Capgemini works with an MNC credit card and payment service provider for increased customer conversion

CHALLENGES

A UK based credit card and payment service provider faced challenges around their marketing processes and operations. Their online channel customer acquisition time was around 90 days which impacted their business through reduced sales. The system was overburdened with manual processes that prevented the firm from taking quicker decisions. The entire workflow was E-mail dependent which impacted the workforce productivity. More than half of their control points were found to be ineffective. There was no centralized repository to store and manage critical project documentation, including plans, briefs, creatives, assets and banners.

SOLUTION

Capgemini utilized Process Cloud to program interactions between the various stakeholders and allowed the firm to set the trigger actions for the workflows. A centralized hub/repository was provided to manage the contents and documents effectively. Having understood the pain areas, Oracle content and Adobe cloud was identified as tool to store and manage data and documents effectively. In this way a streamlined marketing automation process was established through integration of Adobe Cloud with Oracle content platform for overall sales enhancement.

IMPACT

EXPECTED REDUCTION OF LEAD TIME BY **75%**

EXPECTED COST SAVINGS OF **€4.7 MILLION**

INCREASED PROFIT UP TO OF **€2 MILLION**

INCREASED LEAD -TO-CONVERSION RATES - **150%**

OFFER ACCEPTANCE RATE INCREASED BY **42%**

OVERALL RESPONSE RATE WENT UP BY **5%**

INCREASED NUMBER OF MONTHLY PROGRAMS BY APPROXIMATELY **45%**

FOCUS AREA

- High lead time of ~ 90 days for online acquisition
- Lack of centralized repository
- Around 50% ineffective control points
- E-mail dependent workflows
- Heavy manual processes (~98%)

ADOBE SOLUTIONS

- Adobe Experience Manager
- (Need to confirm)

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