Capgemini 🌩 🛛 🗛 Adobe

MARKETING AUTOMATION FOR INCREASED SALES



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

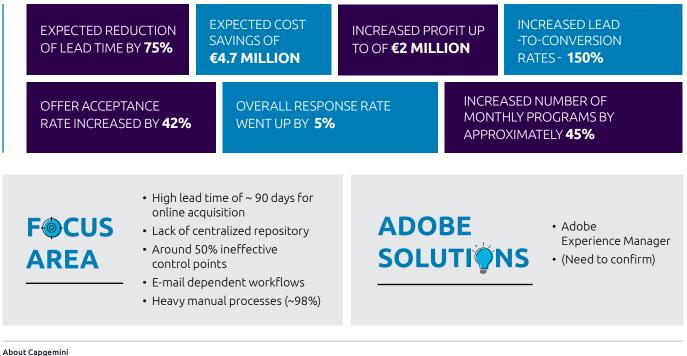
CHALLENGES

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



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.