



AUTOMATION DRIVEN IMPROVED CAMPAIGN EFFICIENCY

Capgemini helps a large insurance company in UK to gather holistic customer view for activated target campaigns

CHALLENGES

The UK based insurance company wanted to capture the holistic journey of their customers that would help them to precisely segment, target and offer customized products and prices to them. In order to achieve the above-said objectives, the company understood that they wanted to unify their campaign tools that operated on multiple data sources. They also needed to implement an inhouse campaign tool for achieving an optimized campaign management.

SOLUTION

Capgemini built a centralized campaign management solution to connect multiple data sources and capture a 360-degree view of an entire customer journey. Migration of content management system to Adobe Platform with seamless integration of key Adobe tech stacks such as Adobe Analytics and Adobe Target was implemented. The campaign management process was further strengthened with a recommended governance model. A transformed e-mail campaigns was provided to offer the right insurance products to its customers. All this was done to achieve complete automation enabling one-on-one targeted campaign with global adoption of public websites across **19+** countries and **5+** languages.

IMPACT

45%
REDUCTION IN
COST

25%
IMPROVEMENT IN
DIRECT TO CUSTOMER
CHANNELS MARKET
SHARE

70%
PRODUCTIVITY
GAIN FOR
MARKETING
SERVICES

**INCREASED
ABILITY TO
INTEGRATE NEW
DATA POINTS**

**OPTIMIZED
MARKETING
FOR DIGITAL
OFFERINGS AND
SUPPORT**

FOCUS AREA

- Fragmented campaign tools
- Lack of 360-degree view of a customer journey
- Lack of in-house campaign tool

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Analytics
- Adobe Target
- 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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