



REVAMPING HOME LOAN WEBSITE

Capgemini works with a leading American bank for elevating the omni-channel customer experience

CHALLENGES

The leading American bank witnessed lack of personalization within their omni-channel user experience due to multiple disparate legacy systems in place. The existing analytics tags were complex with a rigid authoring process. Upon further scrutiny, it was understood that their data was ubiquitous and unstructured without any proper centralized content and/or information repository. Additionally, there was no well-defined asset taxonomy with redundant legacy asset. This created difficulties for them to provide a responsive and harmonious experience for end users.

SOLUTION

Capgemini worked with the bank to provide an omnichannel website empowered by Adobe components. Over 300 experience fragments were integrated with Adobe Target to provide the personalized experience to their end users. Similarly, components reuse was maximized through Adobe platform supported designs and 50+ content fragments. Quick and easy modification in the screen design was facilitated with the help of generic and page-specific templates.

IMPACT

ELEVATED
OMNICHANNEL
USER EXPERIENCE

PERSONALIZED
WEBSITE
WITH OVER **200**
SCREENS

SIMPLIFIED
AUTHORING
WITH A UNIFIED
CUSTOMER
MANAGEMENT
SYSTEM AND
SIMPLE TAGS

UNIFIED
CONTENT
WITH CENTRALIZED
CONTENT
REPOSITORY

WELL-DEFINED
ASSET TAXONOMY

FOCUS AREA

- Inharmonious user experience due to multiple disparate legacy systems
- Lack of personalization
- Rigid authoring process
- Complex analytics tags
- Redundant legacy assets
- Undefined asset taxonomy
- Lack of a centralized content repository

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Target

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.