



# ACCELERATED CONTENT VELOCITY FOR ELEVATED B2B EXPERIENCES

Capgemini works with a large Fin-Tech firm to elevate the omni-channel experience of their customers

## CHALLENGES

The global fin-tech firm 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, their data was found to be ubiquitous and unstructured without any proper centralized content and/or information repository. Additionally, there were no well-defined asset taxonomy with redundant legacy asset. This created difficulties for the firm to provide a responsive and harmonious experience for end users.

## SOLUTION

Capgemini worked with the firm to develop an omnichannel website empowered by Adobe components. Over 300 experience fragments were integrated with Adobe Target to provide the personalized experience to 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 through usage 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

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