

# ACCELERATED CONTENT VELOCITY FOR ELEVATED B2B EXPERIENCES



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

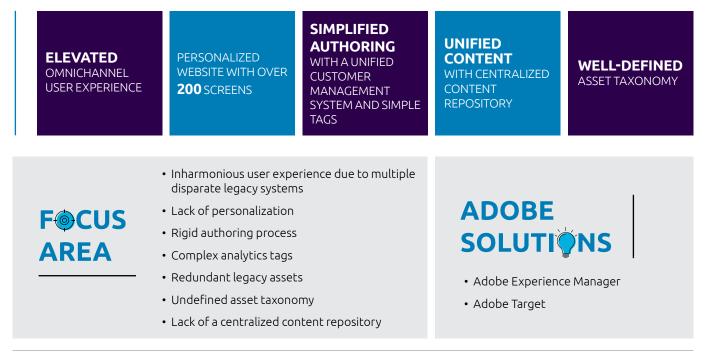
## **CHALLENGES**

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 reductant 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 reusage 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



#### 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.