

TRANSFORMED MARKETING, SALES AND SUPPORT FUNCTIONS



Capgemini helps a global private Bank to digitally transform marketing, sales and CRM functions

CHALLENGES

The global bank lacked modern martech capabilities and was using legacy capabilities to generate business. Large amounts of customer attributes rich CRM data was left unused. Banking communications were relying on costly SMS platforms, data ownership relied on IT teams with minimal access to marketing. Marketing communications were non-existent via mobile apps. Measuring campaign / ad effectiveness, attribution and cross device analytics were a challenge. Personalization capabilities were limited to sending SMS based on manual file uploads to backend servers.

SOLUTION

Capgemini enabled performance-based marketing driven conversions for the firm by deploying actionable use cases including abandonment, retargeting via push notification, and ads. At the same time, global adoption for digital transformation was achieved through migration of legacy sales, segmentation and reporting functions to Adobe stacks. This gave the firm a modernized marketing website facilitating higher ROI with reduced media spends. This transformation paved the way not only for a higher focus on user engagement and actions that activated the much-needed hyper personalized experiences but also to control and monitor customer engagement journey on real-time.

IMPACT

** Based on annualized benefits for use cases run till 3/2022*

FASTER
TIME TO MARKET

18%
INCREASE IN
UNIQUE VISITORS

43%
COST
REDUCTION PER
ACQUISITION

8%
INCREASE IN
CONVERSION
OPTIMIZATION

10%
INCREASE IN
GROWTH RATE
FOR FY'22

FOCUS AREA

- Fragmented view of customer
- High cost of customer communication
- Lack of campaign and device attribution
- Generic product and services offerings
- Longer data activation and audience monetization time periods
- Unused customer attributes
- Traditional retargeting capabilities, not using bank's first party data for personalization
- Centralized data management capabilities

ADOBE SOLUTIONS

- Adobe Analytics
- Adobe Target
- Adobe Audience Manager
- Adobe Triggers
- Adobe I/O

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.