Capgemini | Adobe

DELIVER "YOU" EXPERIENCES.
AT SCALE.

Experience-led transformation
with Capgemini and Adobe

THE CAPGEMINI AND ADOBE DIFFERENCE

## Today's consumers and buyers expect positive, personalized experiences

Business today is all about delivering the right experience to the right person at the right time through the most appropriate channel. This requires participation from everyone across the organization – from marketing and sales to commerce and billing to services and support – as well as a complete reimagining of how brands engage with their customers throughout the entire customer journey.

While this business journey represents a big challenge, doing it right is the single most exciting opportunity today. In fact, businesses that were far along on their digital-transformation journeys prior to the 2020 global pandemic and resulting disruption are now emerging stronger than ever through the delivery of better, personalized, and more engaging customer experiences at scale.

Capgemini and Adobe can help you continue your business-transformation journey seamlessly

We understand that success today means delivering "you" experiences at scale. We do this through the power of Adobe technology, empowering you to pinpoint where and how to engage customers to create an experience that people remember. We provide end-to-end marketing strategy, design, execution, and commerce implementation services to support the full suite of efficient, effective, and engaging marketing activities. We do this by integrating Adobe technology with our clients' existing systems and identify ways to connect, manage, and optimize multiple channels used by customers, vendors, suppliers, and other end-users – all of whom have vastly different needs. Ultimately, we help our clients seize control of their brands across these channels to deliver revenue-impacting initiatives.

Capgemini is able to combine our unique blend of strategy, technology, design, and operational capabilities with an ability to scale. This allows you to deliver efficiently, effectively, and globally so you can grow your most precious asset: the relationship between you and your customer.
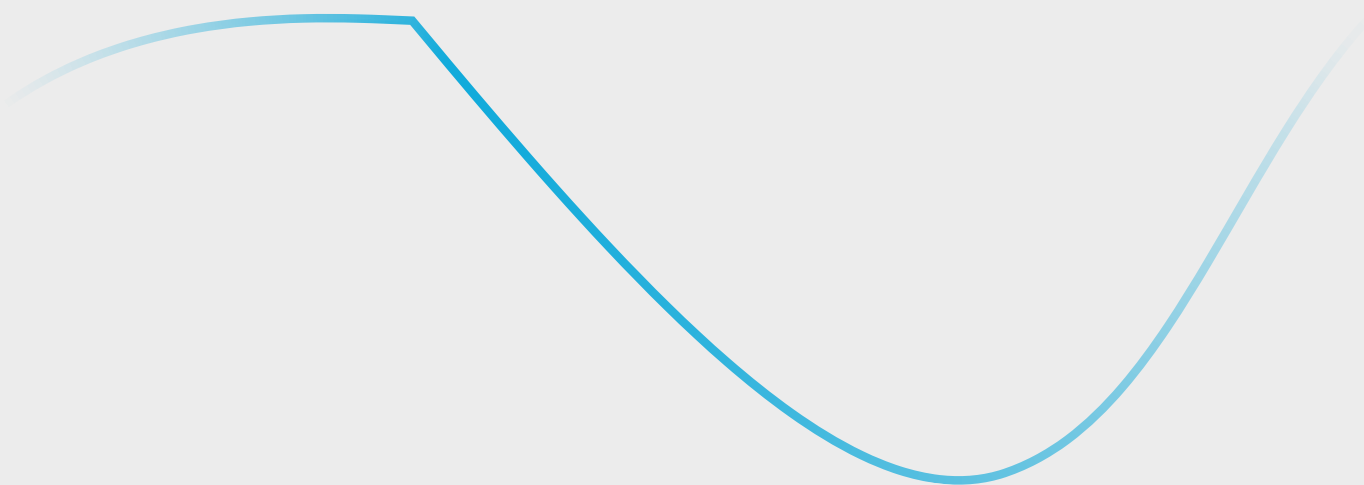
THE CAPGEMINI AND ADOBE DIFFERENCE

Today's challenges

- Increased customer expectations
- New buyer behavior patterns
- Increased number of touchpoints and evolution in their usage
- Need for connection with customers
- Increased amount of data

Together, Capgemini and Adobe create disruptive experiences

- Exceed customer expectations
- Create unbreakable bonds with brands
- Drive increased marketing return on investment
- Increase speed to market

PROVEN EXPERIENCE WITH A HISTORY OF EXCELLENCE

The Capgemini and Adobe alliance offers an unmatched experience that delivers unique value

1,400+ Adobe experts globally

1,000+ Adobe Experience Cloud certified professionals

400+ Adobe Creative Cloud designers

1,400+ total certifications

9 number of specializations

Adobe Experience Business Excellence Award winner

Adobe Global Platinum Global 8

Adobe Experience Manager Specialized

Partner for NA and EMEA

Magento Enterprise Solution Partner

Magento Innovator of the Year

Magento Partner Excellence Award

Gartner Magic Quadrant LEADER for CRM (2021)

AUTOMOTIVE

- Aligning digital and physical experiences into a cohesive buyer's journey

- Digital transformation for a legacy brand

ALIGNING DIGITAL AND PHYSICAL EXPERIENCES INTO A COHESIVE BUYER'S JOURNEY

Capgemini worked with a global automotive company to revamp its customer-experience strategy for the modern car buyer

The challenge

An automotive company needed to streamline customer experience across recently acquired brands. However, standardizing across different car brands, regions, and languages was a tall order. The company needed a way to develop new, rich digital experiences that were consistent with the traditional dealership experiences car buyers expected.

The solution

Capgemini helped the automotive brand set up a complete digital-experience platform (dxp) to provide a fluid and rich experience across the entire buying journey, from research to purchase to ongoing maintenance and services. The solution from Adobe was integrated directly with existing analytics and targeting systems so brand equity and IP weren't lost. The Adobe solution ingested and analyzed data from hundreds of sources to create audience profiles for real-time activation and tracks users' online behaviors to adapt marketing campaigns.

The outcome

The single DXP now manages 53 distinct brand websites across 38 countries and 26 languages, allowing the automotive maker to deliver personalized, targeted experiences at scale without adding IT complexity or cost.

38 COUNTRIES

53 DISTINCT BRAND WEBSITES

26 LANGUAGES

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Asset
Adobe Audience Manager	Adobe Target	Adobe Campaign

DIGITAL TRANSFORMATION FOR A LEGACY BRAND

Capgemini helped an automotive manufacturer meet rising customer expectations for digital experiences

The challenge

A global automotive brand was undergoing a digital transformation to better serve its customers. It focused on automating internal processes to reduce the cost and effort to serve customers through digital channels and future-proofing the digital platform to improve the way the business operates and meet GDPR digital privacy regulations.

The solution

Capgemini worked with the automotive manufacturer to create a new customer-experience platform and deliver omnichannel experiences throughout the entire customer journey. A new analytics platform from Adobe enabled a data-driven approach to optimizing how the brand interacts and engages with customers, while improving UI and ease of use. Content was centralized in a single repository, enabling marketers and CX experts to reuse across campaigns and region.

The outcome

The new customer-experience platform powered by Adobe allowed the automotive company to better integrate physical and digital customer journeys – providing customers across 52 countries and 3,000 dealerships with an end-to-end experience. In addition, internal efficiencies to asset management and content delivery reduced average production time by 50 percent.
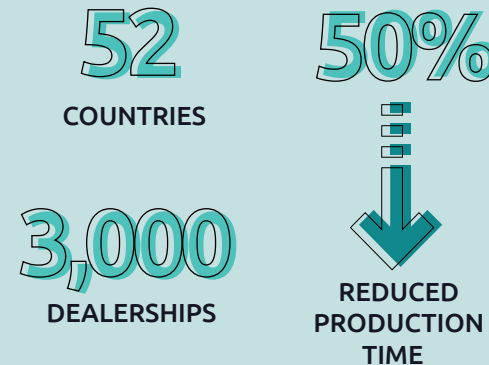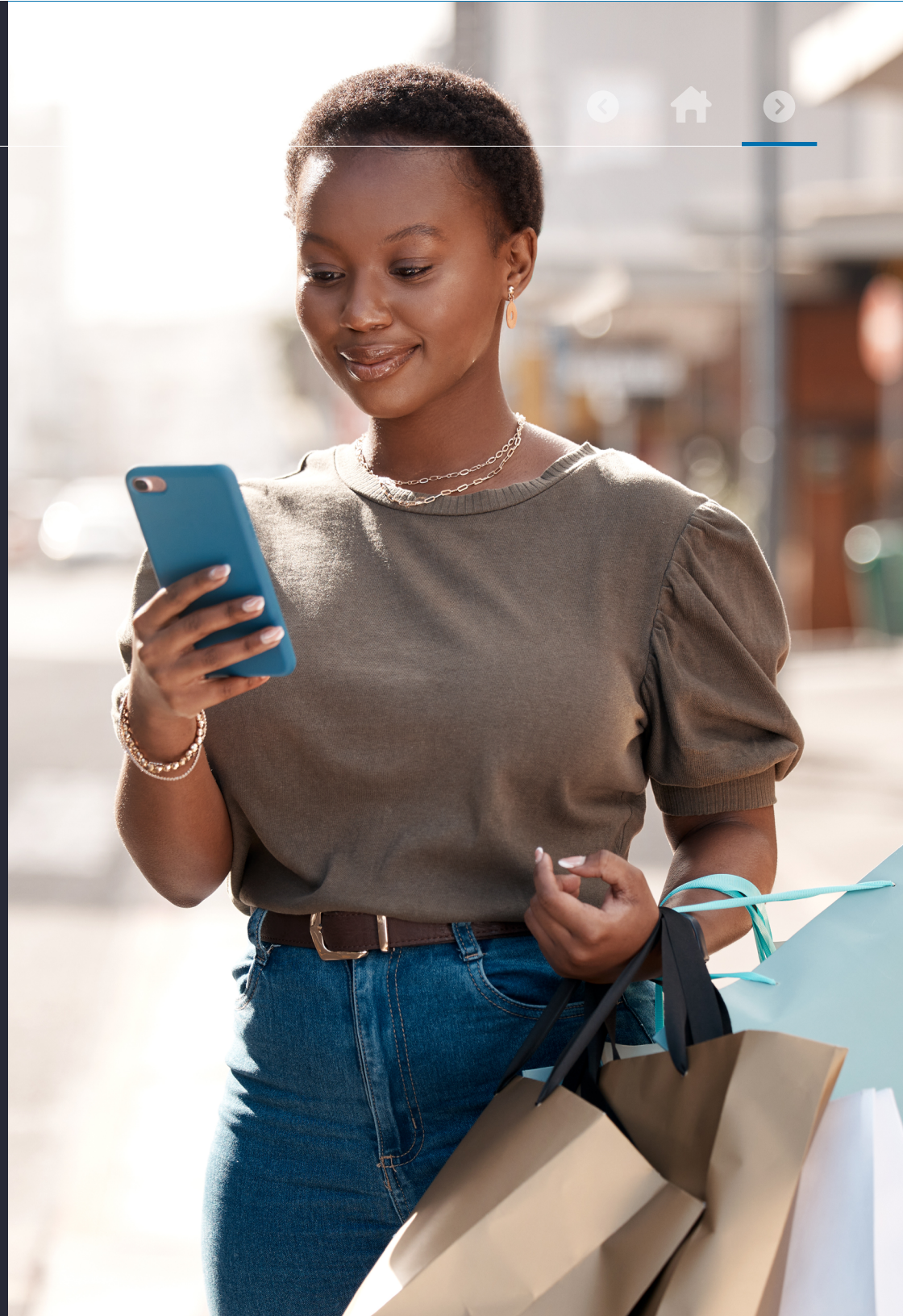
52 COUNTRIES

3,000 DEALERSHIPS

50% REDUCED PRODUCTION TIME

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Asset	
Adobe Experience Manager Forms	Adobe Analytics	Adobe Target	Adobe Commerce (Magento)

7

CONSUMER PRODUCTS AND RETAIL

Deliver "you" experiences. At scale.

TWO SALES CHANNELS, ONE EXPERIENCE

Capgemini helped a furniture-design company upgrade its commerce platform to deliver more engaging B2B and B2C customer experiences

The challenge

To build a seamless customer experience, a furniture-design company needed to update its commerce platform to serve both B2C and B2B markets. It needed to upgrade its commerce platform to enhance inventory insights, create dedicated content, and implement flexible pricing models.
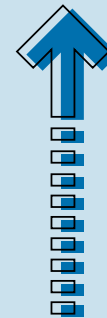
The solution

Capgemini worked with the innovative design company to implement a new Adobe Commerce platform across both B2C and B2B sales models. The new B2C portal makes it easier and more engaging for shoppers to customize furniture through a new online configurator while the new B2B design allows resellers to more easily browse the catalogue and online inventory and view spec sheets.

The outcome

After implementing the new Adobe Commerce Platform, the furniture design company saw a 331 percent growth of web traffic and a 104 percent increase of conversion rates – resulting in a 74 percent increase in year-over-year sales. The upgrade also made it easier to expand into new markets, allowing the company to launch new portals for Australia and Mexico – once again, expanding its reach.

331%
WEB TRAFFIC

104%
CONVERSION RATES

74%
YEAR-OVER-YEAR SALES

Technology solutions | Adobe Commerce Cloud

TAKING A DATA-DRIVEN APPROACH TO ONLINE SHOPPING

A global retail chain worked with Capgemini to revamp its digital experiences to meet dynamic customer expectations

The challenge

One of the world's largest retail chains needed to improve its digital presence to better leverage a data-driven approach to customer experience. The company was late to the on-line shopping game, trailing digital disruptors that could build lean digital experiences from scratch more efficiently and effectively. The retailer's existing infrastructure was not lean or dynamic enough to enable the business agility needed to compete for today's consumers.

The solution

Capgemini worked with the global retailer to revamp its customer-experience strategy with a single content-management system (CMS). Using Adobe, the company was able to track customer behavior, personalize experiences in real time, and optimize journeys through the buying process. In addition, the CMS can adapt to meet evolving needs and innovative features while allowing marketing and CX teams to operate the systems with limited IT involvement.

The outcome

The new customer-experience platform powered by Adobe allows the retailer to take a data-driven approach with analytics and audience management. Marketers can essentially run the program on their own with limited IT involvement – creating a self-service platform that enables fast, quick decision making in the moment. Most importantly, the new architecture is dynamic, scalable, and composable – ensuring that new technologies, channels, and functionality can be added quickly when it makes sense.

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Assets
Adobe Audience Manager	Adobe Target	Adobe Analytics

PROVIDING LUXURY EXPERIENCE ONLINE

Capgemini helped a high-end furniture brand guide customers throughout the buying journey across digital and in-store interactions

The challenge

A high-end furniture brand was looking to improve its digital experiences to align better with the company's luxury image. The discrepancy between experiences was confusing to customers and missed an opportunity to engage them throughout the buying journey, beyond in-store interactions.

The solution

Capgemini and Adobe created a single, integrated digital platform with a customer and product focus more in line with the brand's in-store experiences. Using Adobe Experience Manager, marketers produced and delivered high-quality, personalized content from a single platform, effectively targeting their customers. Advanced search, multi-angle visualization, and product comparison provided the company with powerful analysis into the customers' browsing behavior, resulting in a fully humanized experience online.

The outcome

The luxury brand can now use data-driven analytics to curate powerful digital experiences that better align with its in-store engagements. AR/VR technology allows customers to visualize the furniture in real spaces – making it easier to lead them along the customer journey through to purchase.

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Assets
Adobe Commerce (Magento)	Marketo	Adobe Analytics

A MORE RESPONSIVE ONLINE PRESENCE

Capgemini helped a boutique home-goods brand respond better to growth opportunities

The challenge

A small but growing boutique home-goods brand realized that its custom-built website was not adaptive and responsive enough to meet growing customer expectations. Changes to products, pricing, or offers would take the engineering team hours to implement – preventing the marketing team from delivering personalized, relevant offers to customers.

The solution

Capgemini worked with the brand to rebuild its online presence to be more adaptive and flexible to customer needs. The site is powered by Adobe Commerce, allowing the company to consolidate all its backend systems to provide a 360-degree view of the customer across commerce, marketing, sales, and service. The new system also allowed the company to add innovative new customer-experience features such as international shipping, mobile payment options, and custom orders while giving developers the flexibility to make changes and add landing pages quickly as opportunities arise.

The outcome

The new mobile-optimized experience has resulted in a 30 percent year-over-year increase in mobile conversions, a 2x improvement in time to publish, and has positioned the company and commerce team to take advantage of creative growth opportunities in the future.

30%

2X

YEAR-OVER-YEAR INCREASE

PUBLISH TIME IMPROVEMENT

Technology solutions	Adobe Audience Manager

MAINTAINING BUSINESS AGILITY IN THE FACE OF CHANGING EXPECTATIONS

Capgemini worked with a grocery retailer to respond faster to dynamic needs and speed time to market

The challenge

A European-based, multi-chain grocery retailer needed to provide its customers with a seamless and valuable experience across multiple channels and various brands. It needed to become more agile within an ever-changing market landscape.

The solution

Capgemini worked with the grocery retailer to create a new online shopping experience. A single content-management system (CMS) powered by Adobe consolidated multiple websites and made the customer journey unique and specific to the region and language of the visitor. Marketers had the ability to run tests, analyze data, and optimize future campaigns and offers.

The outcome

The retailer's new customer- experience architecture powered by Adobe streamlined marketing operations, enabling the team to deliver highly personalized shopping experiences at scale across multiple countries, regions, and languages. New products can be added to inventories quickly while data-based insights drive targeting and offers – allowing the retailer to be more proactive and agile with its marketing strategy.

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Assets
Adobe Target	Adobe Analytics	

STREAMLINING CONTENT MANAGEMENT GLOBALLY ACROSS 70 BRANDS

Capgemini worked with a beauty and lifestyle company to create, personalize, manage, push, and scale content across 56 distinct markets
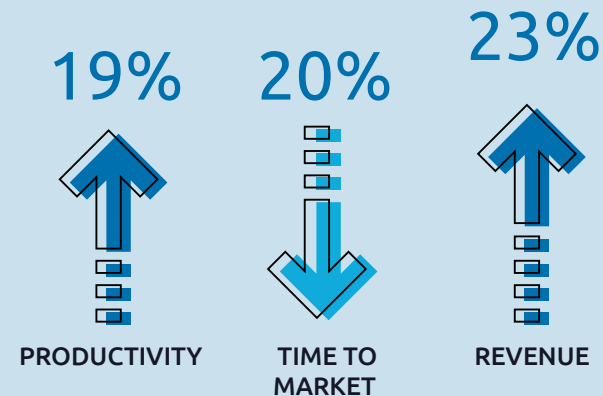
The challenge

To better connect with its customers, a beauty and lifestyle company needed to deliver engaging, personalized, and brand-consistent content across multiple channels. The company needed a new digital asset-management system that would enable marketing teams to create, personalize, manage, publish, and scale content across the company's 70 distinct brands.

The solution

Capgemini implemented Adobe Experience Manager (AEM), consolidating 14 legacy systems into one source for all marketing assets and making it easier to reuse and adapt existing content. This ensured brand consistency and compliance, enabling scalability to deliver the right content to the right customer in 56 markets worldwide.

The outcome

Consolidating marketing assets in a single source increased team productivity by 19 percent and reduced time to market by 20 percent. The result? A 23 percent increase in revenue.

19% PRODUCTIVITY

20% TIME TO MARKET

23% REVENUE

Technology solutions	Adobe Experience Manager Assets

CREATE A DIRECT-TO-CONSUMER CHANNEL

Capgemini helped a global cosmetics company launch a new direct-to-consumer platform

The challenge

Senior leadership at a global cosmetics and beauty products company felt it relied heavily on resellers and distributors and wanted to launch a new direct-to-consumer channel. Interacting directly with customers would give the brand visibility into customer sentiment, habits, and needs while enabling more control over customer experiences. The segment had recently been disrupted by digital-only brands, and the market was ripe for a new direct-to-consumer model.

The solution

Capgemini leveraged the latest cutting-edge Adobe technologies to build a new, direct-to-consumer platform across its brand that would allow it to listen to and meet customer needs. The open-API platform integrated seamlessly into existing legacy business systems, including Salesforce and Klaviyo, making it non-disruptive and future proof.

The outcome

The new direct-to-consumer platform massively expanded the brand's scope and reach to new markets around the world – including the critical Chinese market. Marketers can now automate personalization to approach potential new customers at scale and with a high degree of certainty of where they are in the buying journey. The ability to engage with customers on their terms whenever and wherever they are built loyalty in a time when competition is growing in the cosmetics industry. The result of this agility? A new $1 billion brand.

$1B
BRAND WORTH

Technology solutions	Adobe Experience Platform (RT-CDP)	Adobe Experience Manager Sites	Adobe Target
Adobe Analytics			

USING DIGITAL TRANSFORMATION TO ENABLE NEW BUSINESS MODELS

Capgemini helped a lifestyle company rethink how it engaged with customers across brands

The challenge

An established lifestyles company saw an opportunity in the digital space to completely rethink how it engaged with customers across its brands. The legacy customer-experience platform lacked scalability and integration with existing solutions to effectively deliver consistent experiences across multiple digital channels. Siloed data and content caused a disruptive customer experience.

The solution

Capgemini worked with the lifestyle company to build a central repository to create, modify, approve, store, archive, search, and activate legacy and future assets. Powered by Adobe, this allowed CX and marketing teams to activate assets in real time across touch points to better engage with customers with the most appealing and immersive experiences. The solution was integrated with existing IT systems across eCommerce, CRM, and loyalty programs, creating a holistic customer-engagement platform while supporting a new way of doing business.

The outcome

The lifestyle company was able to integrate its brand websites into one, consolidated customer experience in less than four months. Now, customers are engaged seamlessly across channels and product lines, leading to cross-sell opportunities. The marketing team now works more autonomously through the simplified, composable platform – rolling out new features and content to more users across regions quickly and efficiently.

Technology solutions	Adobe Experience Manager Assets	Dynamic Media

CONSISTENT EXPERIENCES ACROSS COUNTRIES AND REGIONS

Capgemini helped a beauty and lifestyle brand deliver local experiences within global brand guidelines

The challenge

A major beauty and lifestyle brand needed to streamline its customer-experience strategy across its growing brand portfolio and markets. Its existing strategy was disjointed and spread across platforms, locations, and teams – making it hard to find and reuse digital assets.

The solution

Capgemini worked with the beauty and lifestyle brand to define a central repository of digital content that allowed CX professionals and marketing teams to create, update, approve, search, activate, launch, and store legacy and future assets. This made it easier to deliver localized experiences with a globally consistent look and feel without adding IT overhead or redundancy across regions and languages.

The outcome

The Capgemini engagement enabled the on-the-fly activation of assets on 17 websites, mobile websites, and apps across 10 distinct languages while making it easier for internal teams and external contributors, such as creative agencies and partners, to collaborate more closely. The digital repository is now made up of more than 200,000 assets and grows by more than 10,000 assets a year, each one tagged for easy search and implementation.

Technology solutions	Adobe Experience Manager Assets	Dynamic Media

CREATING A STORE-LIKE EXPERIENCE ONLINE

Capgemini helped a global retailer create an intimate online experience
for shoppers who were used to in-store service

The challenge

A European retailer wanted to provide its customers with a fluid online shopping experience that would allow them to access the wealth and diversity of the company's offerings in-store without having to leave their homes.

The solution

Capgemini worked with the company to create a single content-management system (CMS) across multiple websites, regions, and languages. Powered by Adobe, the solution included optimization tests that enhanced the shopping experience in real time, allowing the company to deliver an intimate, store-like experience. Personalization tailored each shopper's experience across channels, maximizing revenue opportunities.

The outcome

Within months, the retailer doubled the number of shoppers to its commerce website. They land on a personalized, curated home page stocked with the products they know and buy. From there, marketers can provide coupons, deals, and other offers for cross-sell and upsell opportunities.

Technology solutions	Adobe Experience Manager Sites	Adobe Target

FOSTER LOYALTY THROUGH MEANINGFUL ENGAGEMENTS

Capgemini helped transform a Fortune 500 company's focus from products to customer experiences

The challenge

A Fortune 500 company knew that it needed to improve customer loyalty to succeed in today's competitive business environments. It wasn't enough to rely exclusively on brand awareness when new digital competitors could undercut on price. It was clear that the company needed to compete on experience as a differentiator and improve the quality of each customer interaction across multiple channels.

The solution

The Fortune 500 company made a major personalization push, working with Capgemini to identify and capture rich consumer data across its own digital properties as well as third-party sources. Capgemini reviewed more than 2,000 datapoints and sites, creating a shortlist of sites with the greatest potential and utilizing this rich data to then define segments based on attitudes and behaviors.

The company also wanted to know more about its customer journeys, asking Capgemini to map these to demonstrate how existing marketing campaigns could be optimized and deployed through Adobe Marketing Cloud. Capgemini also configured the platform and created new standardized templates with Adobe that would enable marketing personnel from around the world to efficiently scale across regions and brands.

The outcome

Business transformation on this scale for a Fortune 500 company was immense, but working with Capgemini allowed the company to roll out highly tuned personalization campaigns across 400 brands in 87 markets worldwide. This enormous feat was conducted quickly, seamlessly, and with minimal disruption for the marketing staff and customers.

Technology solutions	Adobe Campaign	Adobe Analytics	Adobe Audience Manager

BAKING PERSONALIZATION AND LOCALIZATION INTO CUSTOMER EXPERIENCE

Capgemini worked with a baking-supply retailer to build a new digital presence across channels and regions

The challenge

A company dedicated to providing bakers and pastry chefs access to the best ingredients wanted to expand its digital presence and reach customers across new markets. It needed to build a new customer-engagement platform across various channels. The platform needed to be flexible and agile to enable the quick roll out of new features and capabilities to meet evolving customer expectations.

The solution

Capgemini worked with the company to implement a single content-management system (CMS) powered by Adobe that covered multiple websites, regions, and languages. This optimized tests for specific promotions of products, accelerated the time to market of new online and offline initiatives, and tracked the most viewed products to optimize customer journeys.

The outcome

The new CMS platform allows the baking company to deliver fluid and rich experiences across physical and digital channels. The marketing team can leverage content across regions, markets, and languages – providing a friendly user experience for everyone.

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Assets	Adobe Analytics

OUTPACING DIGITAL DISRUPTORS

Capgemini helped a health and beauty reseller improve search results and grow revenue

The challenge

A certified reseller of leading natural health and beauty brands needed a comprehensive digital strategy that encompassed cutting-edge commerce technology and marketing strategies that would position the brand as an industry leader.

The solution

The Capgemini Digital Marketing team devised an SEO optimization strategy that would improve search-engine rankings for many of the leading brands the company sold. Paid media strategies were then informed by these results, leading to increased organic and paid search results. Following this, Capgemini helped migrate to the robust, scalable Adobe Commerce platform.

The outcome

The new SEO strategy powered by Adobe increased new users to the company's website by 25 percent. And because these visitors were more targeted and more likely to purchase, conversions went up 18 percent. Simply optimizing its search engine results, the company increased revenue 37 percent year over year. The success didn't go unnoticed. The company's website was recently named a finalist for a Search Engine Land award.

25%
18%
37%

NEW USERS TO WEBSITE

CONVERSIONS

YEAR-OVER-YEAR REVENUE
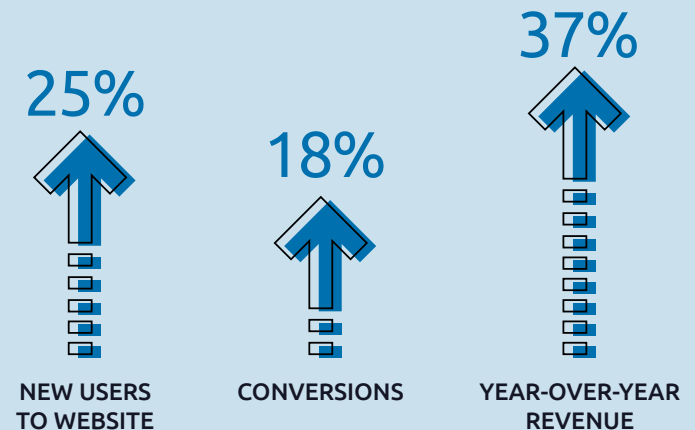
Technology solutions | Adobe Commerce Cloud

EDUCATION

- A new focus on customer experience
- Finding the right program fit
- Modernizing Adobe capabilities

A NEW FOCUS ON CUSTOMER EXPERIENCE

Capgemini helped an education-services provider revamp its commerce site to be more user friendly

The challenge

A US-based education-services provider recognized that educators and especially students are increasingly using mobile devices. It was clear that the company needed to revamp its commerce site to be more mobile friendly and deliver intuitive experiences across multiple channels.

The solution

Capgemini worked with the company to migrate its commerce platform to a hybrid headless architecture model that would allow it to deliver consistent experiences across touchpoints – regardless of the device. A new content-management solution made up of Adobe Experience Manager and Adobe Marketing Cloud ensures that the right messaging and offers are delivered to the right person at the right time. A new customizable UI tied everything together on the front end, allowing the company to respond faster with localized content.

The outcome

The Adobe solution allowed the education-services provider to completely revamp student experiences on mobile devices. Immediately, mobile visits jumped 34 percent – including a 39 percent increase in tablet visits. Tellingly, orders during commuting hours went up 70 percent – showing that the company's mobile strategy was working. Most importantly, total site visits rose 13 million year over year and resulted in a 5.7 percent increase in conversion rate.

34%
MOBILE
VISITS

70%
ORDERS
DURING COMMUTES

13 MILLION
TOTAL SITE VISITS
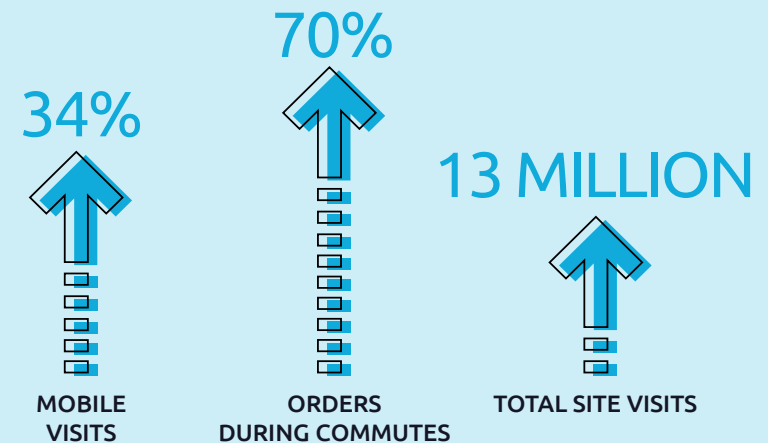
Technology solutions	Adobe Experience Manager	Adobe Marketing Cloud

FINDING THE RIGHT PROGRAM FIT

Capgemini helped a university target students with relevant course offerings based on advanced web analytics and a 360-degree view of users
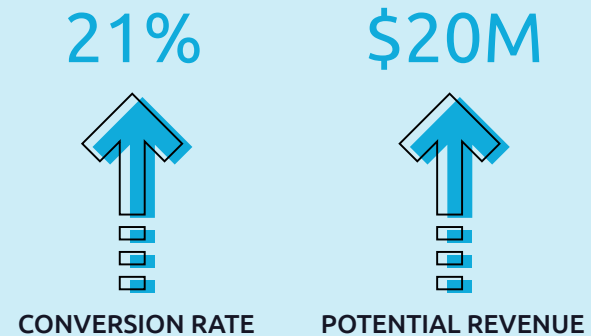
The challenge

A university in Australia was experiencing challenges with its enrollment platform. It wanted to ensure that prospective students had the ability to make informed decisions and easily navigate the programs offered by the university. The current enrollment process was lengthy and inconsistent, leading to a significant number of potential students leaving the site without completing their registrations.

The solution

Capgemini worked with the university to implement a new portal designed with the potential student in mind, stressing a theme of "sense of belonging" in a personalized and seamless registration journey for the user. Integrating Adobe Experience Manager with legacy social listening tools and Salesforce provided the university with audience segmentation and usage patterns. The newly optimized website generated and sent offers to students based on behaviors and interests.

The outcome

Simplifying and streamlining the customer journey allowed the university to reduce the number of relevant pages from 3,500 to just 500. This new journey contributed to a 21 percent increase in conversion rate and a potential $20 million increase in revenue.

21%

$20M

CONVERSION RATE

POTENTIAL REVENUE

Technology solutions	Adobe Experience Manager Sites	Adobe Analytics	Adobe Campaign

MODERNIZING ADOBE CAPABILITIES

Capgemini helped a non-profit literary organization streamline its content-management strategy

The challenge

A literary organization that provides access to reading resources to underserved populations realized it needed to upgrade its web presence to better deliver modern experiences to users around the world. Unfortunately, the organization was using Adobe Experience Manager 6.2, a version that was nearing the end of its lifecycle. The non-profit needed to upgrade to a supported version but it needed help to implement a new solution, migrating data and processes to the new platform and managing a change-management strategy for a smooth transition.

The solution

The literary non-profit selected Capgemini to help with the migration and uncover upgrade benefits. Once launched, the new AEM environment provided greater stability and scalability while making it easier for content managers to create, customize, and deliver the right message to the right user on the right device.

The outcome

The engagement with Capgemini resulted in increased stability, security, support, and manageability of the company's AEM environment – allowing it to expand its marketing strategies in both size and scope. This included a streamlined content-management strategy that increased the company's reach among administrators, educations, parents, and students.

STABILITY   SECURITY   SUPPORT

REACH   MANAGEABILITY
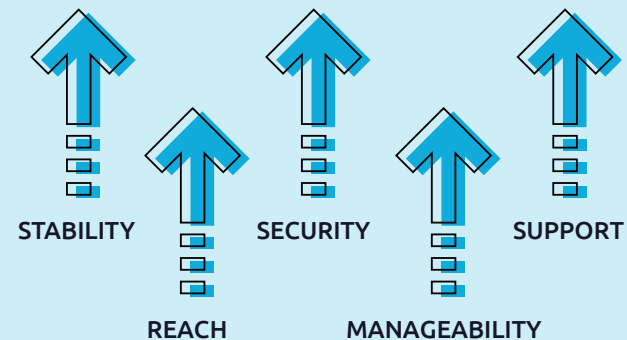
ENERGY AND UTILITIES

Digital transformation powers business change

Deliver digital experiences in a traditionally physical industry

| Deliver "you" experiences. At scale.

DIGITAL TRANSFORMATION POWERS BUSINESS CHANGE

Capgemini helped a utility company transform its customer-engagement platform across multiple regions for optimal growth

The challenge

A regional energy utility company launched a digital-transformation initiative to help grow into a large, multinational global player in the power generation, natural gas, energy trading, retail, and distribution markets. To achieve success, the company needed to rethink its digital customer experience across multiple regions and languages, allowing for easy and user-friendly navigation and engagement when signing up for services and requesting support.

The solution

Capgemini took the "glocalization" approach to customer experience based on a root content-management system (CMS), powered by Adobe. Adopting campaigns to meet regional needs and requirements allowed the company to implement new market-specific features, including localized social media and workflows. In addition, the composable architecture allowed marketers to operate the platform with limited IT support.

The outcome

Rolling out the new digital experience platform paid off nicely. The company enjoyed a 60 percent increase in unique visitors, a 35 percent decrease in drop-off rate, and a 30 percent improvement in customer satisfaction scores.

60%
35%
30%

UNIQUE VISITORS | DROP-OFF RATE | CUSTOMER SATISFACTION

Technology solutions | Adobe Experience Manager Sites

DELIVER DIGITAL EXPERIENCES IN A TRADITIONALLY PHYSICAL INDUSTRY

Capgemini delivered a digitized customer processes for a major European energy utility company

The challenge

A major European energy utility company needed to create and deliver a new digital experience for a growing market. Three million people change addresses each year in France, and each move offers an opportunity to acquire a new customer or retain an existing customer. To attract an increasingly demanding consumer while streamlining internal processes for employees, transferring or creating new accounts needed to be smooth, seamless, and convenient.

The solution

Capgemini implemented Adobe Experience Manager Assets (AEMS) to create a new personalized digital experience at scale. Targeting was set up to identify and proactively reach out to potential customers across multiple channels. This platform provided the company's marketing organization the editorial ability to identify unique ways to engage with their targets and customers.

The outcome

The Capgemini engagement allowed the utility's non-technical marketing team to roll out new digital experiences for its customers with minimal involvement from the IT team. And they did this within a 90-day migration window. Now, 65 percent of the utility's customers are on a digitalized subscription journey, consuming highly personalized, highly curated content blocks that are 85 percent reusable for other campaigns.

Technology solutions | Adobe Experience Manager Sites

FINANCIAL SERVICES

- **Automating digital document-management processes**

- **Creating a single source of truth**

- **Aligning physical and digital experiences**

- **Banking on new experiences**

AUTOMATING DIGITAL DOCUMENT-MANAGEMENT PROCESSES

Capgemini helped a utility company transform its customer engagement platform across multiple regions

The challenge

A credit-card issuing company was relying on manual processes to manage a large volume of card application documents. It took up to 90 days to process one application because there was no central repository for storing assets and no data-driven decisioning system. The entire workflow was email dependent, leading to slow decision making.

The solution

Capgemini worked with the issuing company to automate the approval workflows and create a central repository to store, edit, and manage digital content. Powered by Adobe, the system allowed marketers to manage the digital content, including the ability to create, edit, approve, store, search, and activate based on powerful analytics within the customer journey.

The outcome

Automating the credit issuing process based on customer data and historical analytics allowed the company to reduce lead time by nearly 75 percent. This resulted in a £4.7 million cost savings while adding £2 million to the company's annual profit.
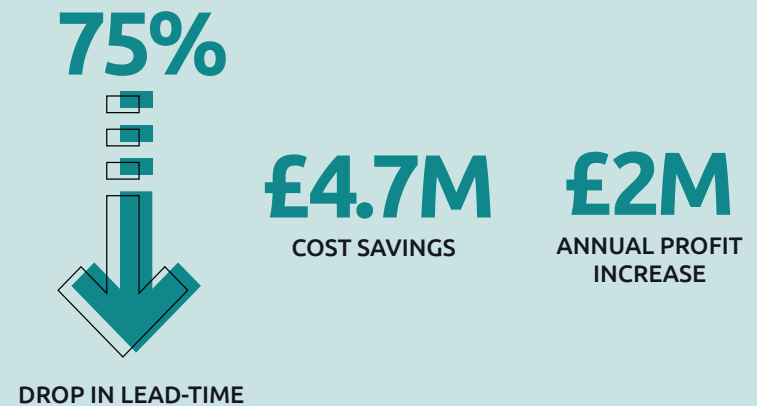
75%

DROP IN LEAD-TIME

£4.7M
COST SAVINGS

£2M
ANNUAL PROFIT INCREASE

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Assets

Adobe Analytics	Adobe Target

CREATING A SINGLE SOURCE OF TRUTH

Capgemini worked with a financial-services company to consolidate and centralize customer information and asset management

The challenge

Customer information, documentation, and digital assets were spread out across the global financial-services company, leading to disjointed online customer experience, manual processes, and inefficient content-management systems.

The solution

Capgemini worked with the financial services company to deliver a single and centralized content-management system (CMS) across multiple countries, languages, and services while supporting local management. Powered by Adobe, the cloud-based solution streamlined planning, enabled consistent ways of working, and provided much-needed visibility across end-to-end marketing plans. This resulted in a five-star omnichannel user experience across 200 websites with harmonized content and personalization capabilities.

The outcome

The new customer experience platform powered by Adobe led to a 30 percent reduction in operations costs while accelerating time to market by 50 percent. At the same time, cross-sell transactions grew 30 percent.

30%	50%	30%
OPERATING COSTS	TIME TO MARKET	CROSS-SELL TRANSACTIONS
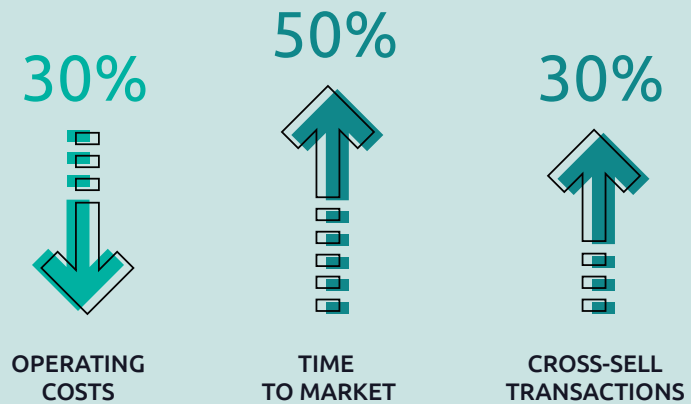
Technology solutions	Adobe Experience Manager Assets	Adobe Experience Manager Sites
Adobe Target	Marketo	Workfront

ALIGNING PHYSICAL AND DIGITAL EXPERIENCES

Capgemini worked with a global financial institution to merge physical and digital realms to deliver a cohesive banking experience

The challenge

The international banking market is constantly changing as wealthy customers continue to expect richer experiences. More than just a physical location, banks and other financial organizations need to provide high-quality digital experiences across multiple channels to attract the clientele they seek while meeting increasingly complex government regulations across multiple countries and markets. To achieve this seamless, secure, and private experience, banks need a complete view of the customer and personalize the type of experience these high-value customers expect.

The solution

Capgemini worked with a Swiss bank to overhaul and better align its digital strategy to its client expectations. Using Adobe Experience Manager Assets, Adobe Analytics, Adobe Target, and Adobe Campaign, Capgemini created a single repository for customer data that spans the acquisition to loyalty phases of the customer journey. Incorporating third-party data from Google, Decibel Insight, Medallia, Searchmetrics, MaxMind, and Tealium, the financial institution identified customers preferences based on their interactions with the digital platform.

The outcome

The new digital experiences increased traffic to the bank's website by 15 percent and enhanced engagement per visitor by 24 percent. The increased traffic and more curated experience increased ROI by 8 percent.
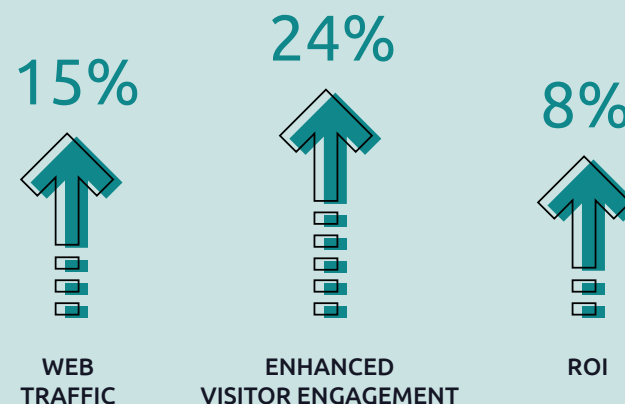
15%

24%

8%

WEB TRAFFIC

ENHANCED VISITOR ENGAGEMENT

ROI

Technology solutions	Adobe Experience Manager Sites	Adobe Analytics	Adobe Target	Adobe Campaign

BANKING ON NEW EXPERIENCES

Capgemini help a global bank enhance its digital presence with a future-proof content-management system

The challenge

A global bank needed to meet evolving customer expectations around digital experiences. The bank's digital properties were running on legacy infrastructure that constrained analytics, contextualization, personalization, and experience optimization – resulting in non-harmonized online user experiences. The bank did not have a central repository for digital assets, creating a disjointed marketing and content strategy with higher costs and poor content velocity.

The solution

Capgemini helped migrate legacy sites to a future-proof content-management system (CMS). Built with Adobe Experience Manager Assets, the platform tracked the customer journey, responded in real-time to their questions, and met their expectations. Quality assurance and regression testing allowed the company to find bottlenecks and optimize experiences per users' individual preferences and needs. New features and capabilities can be easily added to the composable architecture, ensuring that the bank will always be ready to respond to customer expectations as technology evolves.

The outcome

The new customer-experience platform allows the company to harmonize user experience around real-time needs and preferences. It's done this without adding IT complexity or costs. In fact, the ability to eliminate content redundancy across the organization is expected to provide enough ROI to pay for the entire engagement.

Technology solutions	Adobe Experience Manager Sites

HEALTHCARE

Modernizing the commerce technology stack

Integration of digital and physical experiences

MODERNIZING THE COMMERCE TECHNOLOGY STACK

Capgemini worked with a medical-supply provider to meet the COVID-19 challenge

The challenge

As the global pandemic increased demand and required companies to be agile, a medical supply company was struggling with its existing reimbursement workflows. The processes and technology stack were complex, causing delays and human errors that interfered with patients receiving the medical supplies they needed. Capgemini realized the company was using outdated versions of Adobe Experience Manager (AEM) and Adobe Commerce, customized with point-to-point integrations within its architecture. This created overwhelming technical debt, reliability and scalability issues, and increased operational costs, during a time when agility and a commitment to the public were critical.

The solution

Capgemini worked with the medical-supply company to redefine its architecture and integrations. The Content Management System (CMS) and Digital Asset Management (DAM) platforms were later centralized on AEM, and the B2B and B2C portals and web shop was moved to Adobe Commerce. Modernizing the legacy CMS platform provided a 360-degree view of customers and centralized data collection and metrics.

The outcome

The engagement with Capgemini resulted in a simplified, consistent, and repeatable end-to-end reimbursement process that focused on speed and quality of experience. It also significantly reduced the Total Cost of Ownership (TCO) of the platform and allowed the company to meet new demand for its products as a result of the global pandemic. As the New Normal turns into the Next Normal, the company's dynamic technology stack will make it adaptable to the needs of the company, future innovations, and whatever other challenges get thrown its way.

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Assets	Adobe Sign
Adobe Experience Manager Forms	Adobe Commerce (Magento)	Adobe Target	Adobe Analytics

INTEGRATION OF DIGITAL AND PHYSICAL EXPERIENCES

Capgemini helped a biotech company improve its patients' digital experiences

The challenge

A biotech company needed to deliver a seamless experience to customers across physical and digital interactions. Specifically, the company needed a new architecture that would allow patients receiving treatment at a physical location to check their results through the website or mobile app. This required the company to completely rethink its business model, operations, and how it interacts with patients.

The solution

Capgemini worked with the biotech company to build a central customer-experience platform that flows across content management, asset management, personalization, and campaign-management systems. The extensible, multi-channel platform was set up to meet cross-regional and cross-country coverage across B2B and B2C accounts to give employees and customers a single source of truth for all interactions.

The outcome

The biotech company seamlessly integrated its Salesforce, SAP, AWS, and Microsoft platforms into a single, composable experience platform. Within a few months, new experiences were rolled out across 40 countries – allowing patients to check online or though a mobile device on results from a physical exam. The flexible and dynamic platform also allows the company to meet future innovations and experience needs.

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Assets
Adobe Target	Adobe Analytics	Marketo

MANUFACTURING

- Building a stronger connection with customers
- A modern web experience

BUILDING A STRONGER CONNECTION WITH CUSTOMERS

Capgemini helped a sensor manufacturer build a digital-commerce platform from scratch

The challenge

A company that designs and manufactures connectivity and sensor products knew that it needed a better way to connect directly with customers. Its existing business model was too dependent on distributors and other partners, leading to a disjointed experience that was less than satisfactory for the end user.

The solution

Capgemini worked with the company to build a new digital commerce site, using SAP Commerce Cloud as the commerce backbone and Adobe Experience Manager for content management. Now, customers can purchase all products from a single website while distributors maintain the relationships.

Each distributor has its own site within the commerce platform that can be customized per pricing, inventory, and order fulfillment. Customers can order products directly from their local distributor's branded site, ensuring a consistent experience for anyone regardless of location, industry, and distributor. The site leads with a responsive design and includes multilingual support.

The outcome

The equipment manufacturer launched its new consumer-focused commerce site with more than 20,000 new parts. Within a few months, the site attracted 50 percent net-new customers who now record twice the engagement of offline customers. The better online experience has resulted in improved customer care, more on-time delivery, and lower defect density.

50%
↑
NET-NEW CUSTOMERS

2X
↑
ENGAGEMENT OF OFFLINE CUSTOMERS

Technology solutions	SAP Commerce Cloud	Angular	MuleSoft	Salesforce

A MODERN WEB EXPERIENCE

Capgemini helped a manufacturing company overhaul its web experience for a modern audience

The challenge

A company that manufactures industrial tools and equipment had a customer-experience problem. Its eight-year-old website was outdated and could not scale to cover the company's more than 30,000 individual products. Translations into 26 languages and other content pages made it difficult to assemble and manage a cohesive digital experience for customers.

The solution

Capgemini helped the company use Adobe Experience Manager to create an integrated marketing cloud platform, consolidating CMS and analytics and targeting in a single solution. This reduced architectural complexity and increased ease of use, ensuring that relevant and personalized content is delivered efficiently to customers. The new website experience supports the entire user journey with customer-centric navigation and an intuitive user interface. The Adobe marketing stack also included fully integrated, dynamic media for improved performance and efficient editing capabilities – making it easy for marketing teams to roll out new features and content across geographies.

The outcome

The Capgemini engagement helped the company successfully roll out its new experience platform across 130 countries, 26 languages, and 330 web editors. Despite this massive growth and new experiences, the company was able to reduce IT overhead and architecture complexity – enabling cost and operational efficiencies immediately and in the future. Shortly after implementation, the company reported a 250 percent increase in customer conversion rate.
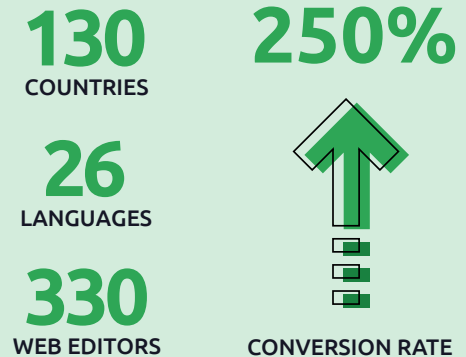
130 COUNTRIES

26 LANGUAGES

330 WEB EDITORS

250%

CONVERSION RATE

Technology solutions	Adobe Experience Manager Sites	Adobe Experience Manager Sites
Adode Analytics	Adode Target	

TECHNOLOGY, MEDIA, AND TELECOMMUNI-CATION

Enhanced visibility into traffic and user behavior

Aligning content library to content promotions

ENHANCED VISIBILITY INTO TRAFFIC AND USER BEHAVIOR

Capgemini helped an IT service provider improve performance for hosted client websites

The challenge

An IT service provider, focused on the retail and restaurant industries, knew it needed additional resources to help its clients take advantage of digital-transformation strategies. Unfortunately, websites that the service provider hosted for its clients were starting to be overwhelmed by increased traffic and expectations brought on by changing, more savvy consumer behaviors.

The solution

Capgemini worked with the service provider to implement Adobe Experience Manager (AEM) to better analyze traffic patterns and server usage across its network of client websites. The team also enhanced visibility and control over traffic, user behavior, server capabilities, speed, performance, and content delivery – ultimately improving customer experiences.

The outcome

The new architecture greatly enhanced website performance for clients and customers – notably with near 100 percent uptime. The content team also implemented restricted content policies to protect customer-specific content – improving their experience while maintaining compliance.

100%

UPTIME

Technology solutions	Adobe Experience Manager Asset	Adobe Sign
Adobe Experience Manager Forms	Adobe Target	Adobe Analytics

ALIGNING CONTENT LIBRARY TO CONTENT PROMOTIONS

Capgemini helped a streaming service better standardize its customer experiences across channels and brands

The challenge

A video streaming service provider regularly updated its content library to ensure that customers were receiving timely shows and live sports. However, onboarding new content and content providers into the appropriate marketing and customer-experience channels was a slow, manual process – misaligning the content library with offers and promotions promoted by the marketing and CX team.

The solution

Capgemini helped build a scalable, multi-brand model that could be updated easily to incorporate new content options, innovative features, and on-demand real-time events. Based on the Adobe Experience Manager suite of products, the solution included a single repository to store and manage assets with tags that enabled integration with the marketing cloud, where customers could be sent highly targeted offers and promotions. Unifying all the websites and other digital assets into a single platform helped internal and external stakeholders to author a simpler, richer experience for customers.

The outcome

The new customer-experience platform allows the company to easily and quickly launch a new brand or streamable content from scratch. It can also deliver consistent experiences across channels while tracking users from various data streams in a single journey.

Technology solutions	Adobe Experience Manager Asset	Adobe Sign
Adobe Experience Manager Forms	Adobe Target	Adobe Analytics

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 340,000 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 (about $21 billion USD at 2021 average rate).

Get the Future You Want | **www.capgemini.com**

The information contained herein is provided for general informational purposes only and does not create a professional or advisory relationship. It is provided without warranty or assurance of any kind.

MACS_2022_MB

MACS_2022_MB