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Capgemini Introduces Enhanced Customer Care & Intelligence Solution as Part of BPO Portfolio

- Rethinks Customer Care from the Outside In to Deliver More Business Value -

New York City, USA, October 15, 2007 – Capgemini, one of the world’s foremost providers of Consulting, Technology and Outsourcing services, today announced enhancements to its Customer Care & Intelligence (CC&I) solution, now a standalone offering within the company’s Business Process Outsourcing (BPO) portfolio. Unlike the high-volume, commodity customer care providers, Capgemini’s *outside in* approach looks beyond contact center metrics to align operations with specific business objectives to deliver optimized customer care.

Capgemini differentiates itself from other BPO providers by applying analytics and business intelligence processes and methodologies to specialty, complex queues. Using this approach, combined with deep vertical market experience in the energy/utilities and telecommunications markets, Capgemini provides clients with *Business Insight*. Consequently, contact center operations can shift from being reactive, focused on defect management, to being proactive, focused on value. As a result, the unique combination of Capgemini’s Outside In approach and *Business Insight* delivers operational excellence for contact centers while supporting top line growth for the business they support through process, pricing, product or service change.

“Capgemini uniquely marries customer care expertise with deep vertical market experience,” said Robbie Brillhart, Global Practice Lead, CC&I, Capgemini BPO Services. *“As one of the world’s largest consulting, outsourcing and technology firms, we bring a tighter focus and broader range of expertise to the customer care business compared to the high volume, low cost, commodity players. By rethinking customer care from the outside in and delivering Business Insight, we can increase the business value that customer care operations deliver.”*

“Buyers are more receptive to smaller engagements that have the capacity to grow with their needs,” said Matthew Goldman at industry analyst firm Gartner. “This approach allows a risk-averse buyer to sample the service before investing too heavily. This way, buyers can test their ability to manage an outsourced relationship, their customers’ reaction to the outsourced service and the provider’s performance. If a provider demonstrates positive business outcome, buyers are more likely to seek more CRM (Customer Relationship Management) BPO services and possibly expand into other BPO services, such as finance and accounting or HR (Human Resources).”¹

Capgemini’s CC&I offering is part of its BPO solutions portfolio which spans services for Finance & Accounting (F&A), Procurement, Assurance Management (Sarbanes-Oxley compliance), and Knowledge Process Outsourcing. Within its CC&I offering, services include Contact Center Transformation, Operations Business Intelligence, and Advanced Technology Development & Deployment.

Capgemini currently has more than 2,000 dedicated customer care agents operating from contact centers located in Dallas, Palestine, Waco, and Victoria, Texas; Montreal, Canada; Guatemala City, Guatemala; and Manila, Philippines. The company plans to open an additional 600-seat center in Junction City, Kansas later this month. This center will be part of the Capgemini BPO Rightshore® global delivery network, which encompasses more than 6,000 full time BPO employees covering 33 languages and delivering services through a balanced mix of onshore, near shore, and offshore centers. To maximize consistency, productivity and customer care from this network of center-based and work-at-home agents, the company’s leading edge technology and skills-based model intelligently routes calls to the best-qualified representative.

Due to its outsourcing, technology and consulting heritage, Capgemini is able to differentiate itself in the CC&I marketplace through its ability to manage a multi-sourcing/multi-vendor customer care strategy in a *command and control* environment. *“Capgemini can either take on the client’s entire customer care operation or it can take the command and control approach where we roll out best practices and improvement across a network with multiple vendors,”* Brillhart said. *“Capgemini can offer clients more flexibility when choosing a CC&I solution because we have the technology, skills, methodology and delivery network to support it.”*

“Capgemini’s Customer Care & Intelligence solution is a critical part of our strategy to bring new and enhanced BPO services to global markets,” said David Poole, Deputy Global Head and North American Leader, Capgemini BPO

¹Dataquest Insight: Competitive Landscape Analysis, CRM BPO Providers, Worldwide, 2007, Matthew Goldman, Gartner, July 3, 2007



Services. *“To ensure success, we have created a dedicated, experienced leadership and operational team and we are expanding our delivery network as more clients see the value in our new approach to CC&I.”*

About Capgemini

Capgemini, one of the world’s foremost providers of Consulting, Technology and Outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, which it calls the Collaborative Business Experience. Capgemini reported 2006 global revenues of EUR 7.7 billion (approx. US\$10 billion) and employs more than 80,000 people worldwide. More information is available at www.us.capgemini.com.

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