

Engage your customers with Capgemini and Salesforce

salesforce



COE's – Capgemini serves clients **globally** from **our Centres of Excellence** through our Rightshore® Model



1800+
Salesforce practitioners world-wide including Business Analysts, Advanced developers, App Builders, Programmers, Sales Cloud, Service cloud, Marketing Cloud & Pardot consultants.

Approved Plans to add another **800+** practitioners over next two years through recruitment & training

2300+
Salesforce Certifications across the globe.

50+
OCM & Training Specialists

30+
Large Engagement Managers

#1 Partner in E-Commerce

Capgemini is a **“Global Strategic Partner”** and **Established Leader** in the **world’s #1 CRM platform**



Capgemini ranks on top of **Salesforce Partner Value Index** with a score of **9.89 out of 10**

Capgemini is the **largest consulting and system integrator with European origins.**

Company

- ✓ Listed on the Paris stock exchange (CAC-40)
- ✓ ~ 13 bn € revenues (2018)
- ✓ Top consultancy worldwide
- ✓ Two thirds of the world’s largest companies are our clients

People

- ✓ 200.000 employees
- ✓ Offices in 44 countries
- ✓ Project Locations in further countries

Management Consulting

- ✓ Strategy and management consulting
- ✓ Corporate Excellence
- ✓ Digital Transformation

IT & Engineering Services

- ✓ IT driven transformation programs
- ✓ Digital & Analytic Platform Development
- ✓ Custom Solution Development
- ✓ Packaged Business Solutions – Application Integration
- ✓ Application Innovation and Management

Managed Services

- ✓ IT Outsourcing
- ✓ Business Process Outsourcing
- ✓ Infrastructure Management

Competitive advantage through a Customer Engagement Platform



Engage customers

- ✓ Enhance communication & improve customer service
- ✓ Give employees a transparent, single view of customers (easy access to the unified customer data e.g. purchase history, case history)
- ✓ Use cloud-based solutions to enable device-independent mobile CRM for sales and service agents



Increase customer lifetime value

- ✓ Know your customer (360-degree view)
- ✓ Provide a flexible, personalized customer experience
- ✓ Develop tailor-made customer loyalty / retention programs as well as up- and cross-selling initiatives



Focus on value-adding & customer-oriented activities

- ✓ Increase customer focus
- ✓ Automate standardizeable / routine tasks
- ✓ Increase productivity levels and job satisfaction of employees
- ✓ Shorten lead times of routine tasks and processes



Boost productivity

- ✓ Break down organizational silos and collaborate in teams
- ✓ Facilitate information sharing & collaboration within & across organizations
- ✓ Share information real time – make actionable data instantly available
- ✓ Increase efficiency by streamlining workflows



Gain confidence in operative & strategic decisions

- ✓ Analytical data reporting & forecasting
- ✓ Store and maintain information in one place (higher data quality & reliability)
- ✓ Customized reports and dashboards to facilitate decision-makers
- ✓ Generate automatic reports to maximize time

1

Core Industries

Capgemini brings in deep industry expertise in your Salesforce implementation.

Financial Services

- ✓ Omnichannel Experience
- ✓ AI-driven Banking
- ✓ Voice Assistance

Energy & Utilities

- ✓ B2B Self-Service
- ✓ New Supply Models & Smart Home
- ✓ Intelligent Field Service

Manufacturing

- ✓ Supply Chain Management
- ✓ Internet of Things
- ✓ B2B shift B2B2C

Retail

- ✓ Personalized Experience
- ✓ Smart Digital Store
- ✓ Social Commerce

2

Key Drivers

Capgemini reflects CRM Megatrends in the NextGen Customer Engagement.

AI & Machine Learning

Provide alternative products, lead scoring, next best sales action, and helps improving the productivity of your sales force

Enhanced Mobility

Revolutionize the way users interact with CRM by adding voice-based interaction functionalities through natural language processing

Data Enriched CRM

Update leads, contacts and accounts in real-time with digital ecosystem information

IoT Integration

Enhance service quality through real-time integration of devices

Social CRM

Integrate CRM with correlating systems in a Customer Engagement Platform

3 Quick Scan

Together with your stakeholders, Capgemini combines all relevant perspectives and defines the roadmap for the transformation of your customer journeys.

Your Customer

- ✓ Customer Insights
- ✓ Customer Journeys
- ✓ Maturity Assessments



Your Organization

- ✓ Business
- ✓ Organization
- ✓ IT



Your Strategy

- ✓ CRM Strategy & Roadmap
- ✓ IS Analysis Organization
- ✓ IS Analysis IT Architecture

We design a digital customer experience balanced on your customers needs & your strategic vision.



4 Requirements

Capgemini helps you to shape a simple and impactful customer experience and a plan for the implementation.

Define

- ✓ Business & IT Priorities
- ✓ Success Metrics & KPIs

Design

- ✓ Omnichannel Customer Interaction
- ✓ User Experience
- ✓ Processes
- ✓ Solution
- ✓ Monitoring & Measurement

Plan

- ✓ High-Level Specifications
- ✓ Architecture Blueprint & Path
- ✓ MVP/Releases Implementation Roadmap

Outcome

- ✓ Target Organization Design
- ✓ Target Business Design
- ✓ Target IT Architecture

5 Development & Deployment

Capgemini continuously delivers MVP / Releases to constantly evolve your new CRM solution.

- ✓ Requirements Engineering
- ✓ Development & Configuration
- ✓ Test Management

- ✓ Data Management & Migration
- ✓ Training & User Acceptance
- ✓ Deployment

Continuous Evolution

Value-based Releases

Through continuous evolution and value-based releases we are able to deliver and connect the "Experience Engine" for seamless, personalized and adaptive customer journeys across channels.



Agile Development

6 Development & Operation

Capgemini constantly optimizes the solution by continuously deploying and monitoring the value impact on the customer.

- ✓ Success Evaluation
- ✓ AB/Multivariate Testing
- ✓ KPIs

- ✓ Customer Experience Optimization

Continuous Optimization

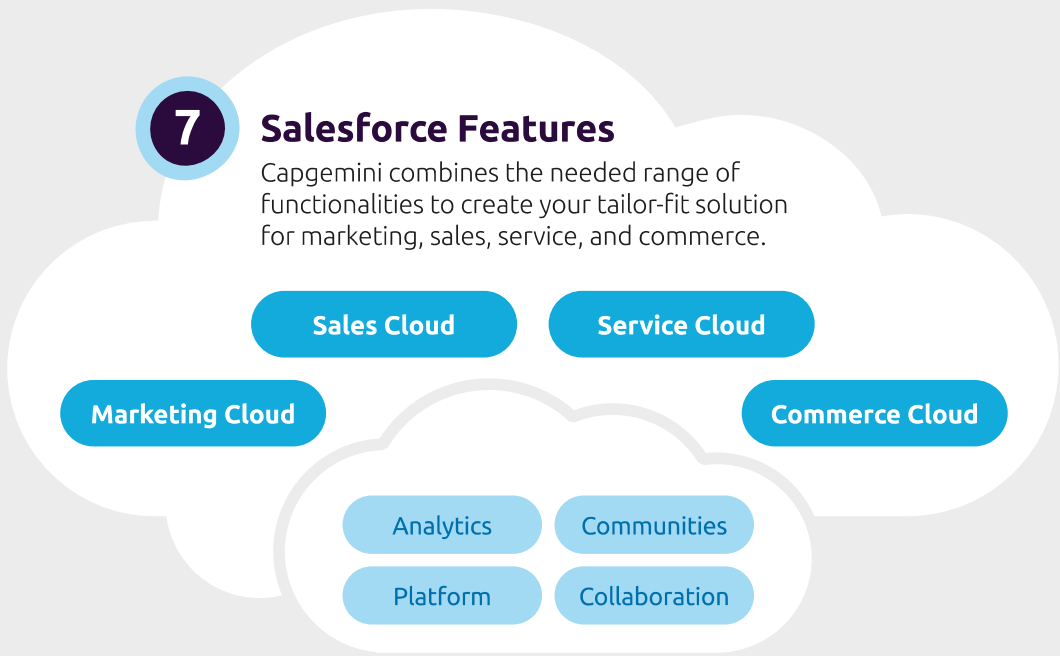
Deploy

Monitor

7

Salesforce Features

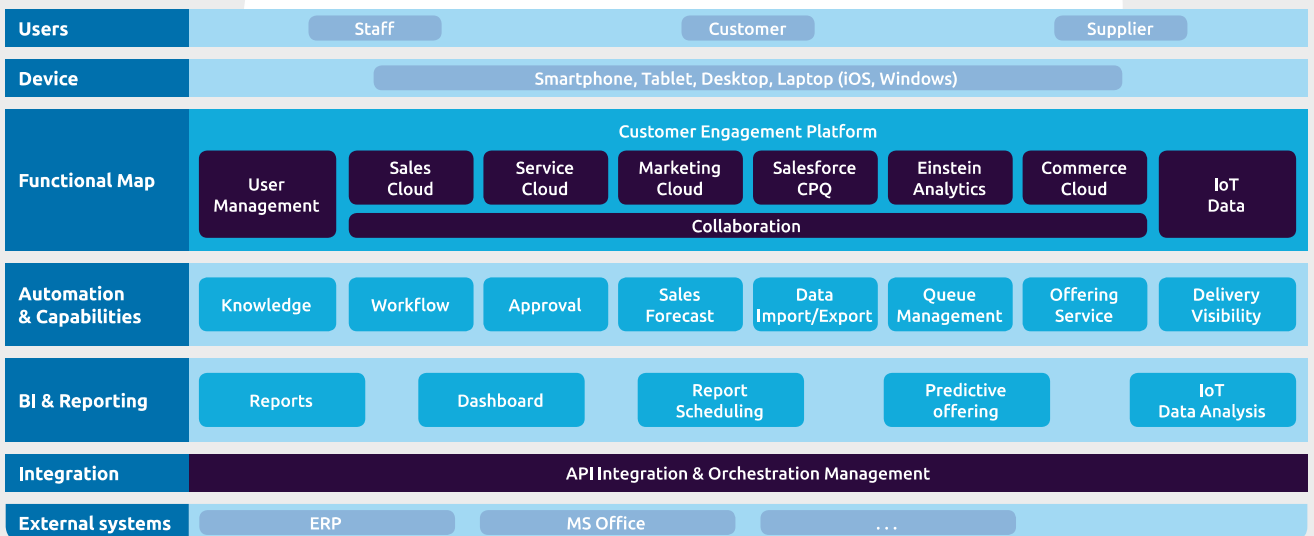
Capgemini combines the needed range of functionalities to create your tailor-fit solution for marketing, sales, service, and commerce.



8

Customer Engagement Platform

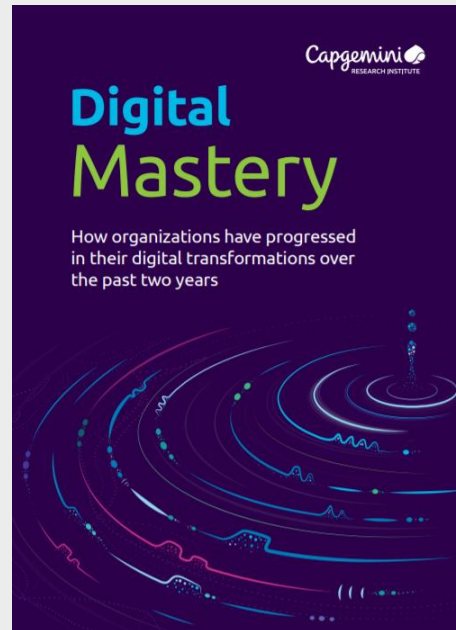
Capgemini builds state-of-the-art customer engagement platforms to orchestrate customer processes through seamless multichannel journeys.



Latest issue of “Digital Mastery”

Capgemini is thought leader in digital transformation, publishing regularly since 2011.

In the latest report from the Capgemini Research Institute – Digital Mastery 2020: How organizations have progressed in their digital transformations over the past two years – we surveyed 1,000 executives around the world to understand how digital transformation and capability building have changed since 2018.



Hellmuth Leinfellner
Customer Engagement
Capgemini Consulting Österreich AG
hellmuth.Leinfellner@capgemini.com

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients’ opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

Learn more about us at
www.capgemini.com/at-de

People matter, results count.

Link to the latest issue of the Digital Mastery Report:
<https://www.capgemini.com/research/digital-mastery/>