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CAPGEMINI ACCELERATES DIGITAL TRANSFORMATION AND INVIGORATES CUSTOMER EXPERIENCE FOR JAÚ SERVE SUPERMERCADOS

Capgemini worked with Jaú Serve to transform its customers' digital experiences by leveraging Salesforce Commerce Cloud, Service Cloud, and Marketing Cloud, plus Capgemini's Unified Commerce for Grocery. The result was a significant increase in new customers and an average online purchase ticket 240 percent higher than generated at its physical stores.

Jaú Serve has 39 stores in 16 cities in the São Paulo region, and is known for its excellent customer service. During the pandemic, the company identified the need to safely serve and supply all its customers, respecting local health restrictions. This accelerated the need to expand its operations to offer consumers the same experience online as in the physical stores. This would also drive business expansion and ensure sustainable growth.



Promoting the best customer experience is the main focus of our company's culture and values, so the primary objective of the online project was to ensure we could offer the a shopping experience through our e-commerce site which guarantees the same proximity, availability, and customization of our physical stores. In other words, we intended to make the website an extension of face-to-face contact and improve internal processes to support the online store in all directions, from picking purchases to fast delivery to customers, and implementing more targeted marketing campaigns."



Raquel Sanzovo,
Innovation and
Technology at Jaú Serve

“When we entered this new digital channel, we were committed to providing quality service and relied on Capgemini’s resources to ensure the best digital consumer experience. We are happy to work with Capgemini and, as the next steps, we are thinking about exploring new ways to improve the services provided to our customers, using technologies such as machine learning and artificial intelligence.”



Lucas Chaves,
Innovation and
Technology at Jaú Serve

In addition to the Salesforce solutions, the company also implemented Capgemini’s Unified Commerce for Grocery to bring features such as order modification before confirmation, customization of delivery times per store, and its own application for product sorting.

The pilot project started in March 2021 and, by the end of the year, Jaú Serve e-commerce services were already available in the 16 cities with company stores.



“We are delighted to support Jaú Serve in transforming its customer-experience journey. Our knowledge of working with diverse brands in the retail sector, both in Brazil and globally, has helped us understand the company’s unique culture and specific needs, optimize its return on investment, and deliver personalized results. Our team of qualified experts, along with our proven sales force and retail industry resources, helped us deliver a winning outcome for Jaú Serve.”



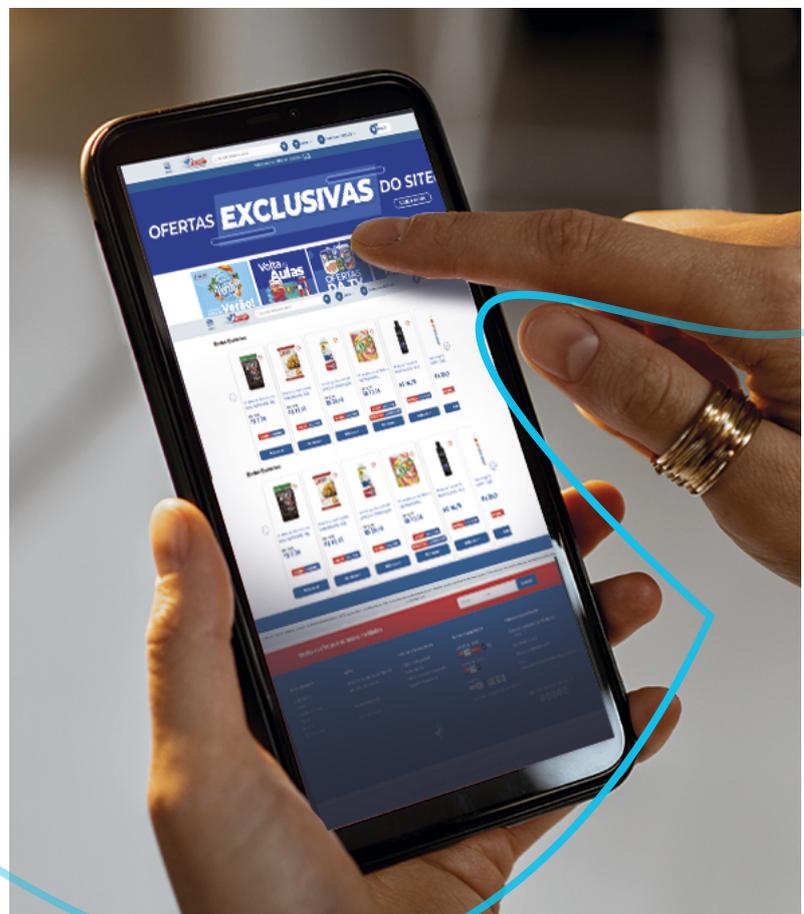
Willian Valiante
Vice President for Consumer Goods,
Retail and Distribution areas for Latin America
at Capgemini

“In the next phase, the partnership with Capgemini continues. Now, we have started to enrich our CRM platform with data captured in e-commerce and our physical stores, unifying information and analysis. This will allow even more impactful work in the future, making it possible to communicate in an omnichannel manner, target promotions, and take actions based on greater knowledge of customers and store operations, always respecting [Brazilian data-protection law] **LGPD**.”



Fernanda Sanzovo,
Innovation and
Technology at Jaú Serve

Projecting to the future, the company intends to continue with its investment in digital, especially with an even greater offering of services in response to customer requests and demands.





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 325,000 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).

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