



# Consumer Experience Center

Experience industry-focused guidance on your biggest challenges. So you can deliver customer-focused experiences to your most valued consumers.



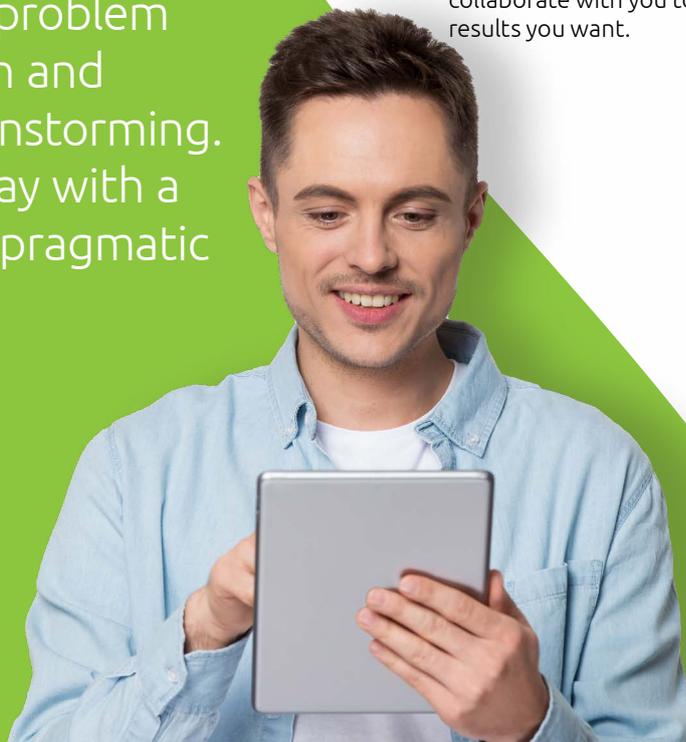
## Benefit from our global expertise – targeted to your specific industry and business needs

Your organization faces unique challenges and opportunities. And you know that at the receiving end of your strategies and operations are customers who demand exceptional products, services, and experiences.

That's why we created the Consumer Experience Center (CEC).

We assemble our best and brightest solution experts from around the world – to laser-focus on your chosen challenge or opportunity.

We bring you more than simple problem identification and solution brainstorming. You walk away with a customized, pragmatic action plan.



## Not Your Typical Consulting Experience, but Designed Just for You

You likely already know Capgemini's Accelerated Solutions Environment (ASE) and that it uses a proven methodology to bring you valuable results. What's new is that we are adding a completely new industry/sector dimension to your experience. Capgemini's global industry practice brings you unprecedented access to deep industry knowledge, real-world experience and client case studies as examples. This base of experience from around the Capgemini Group allows us to augment the ASE with:

- A network of global industry/sector experts from other regions and markets around the world
- A way of tapping into a wealth of industry knowledge, beyond your local contacts, from Capgemini's Global Sector practice of experts around the Group
- Consumer and competitor research analysis to give you insights into how your rivals are competing, where your market is heading, and how your business should respond
- An engaged action plan, accompanied by professional project management.

Your consultative experience begins with a defined, multi-week process to understand your business challenge and your business requirements. We assemble the right experts to give you a recommended approach to capitalizing on your opportunities. We then create an agenda for a day-long, action-oriented session to uncover the approach that will drive optimal outcomes for your enterprise.

The methodology is built on the Capgemini Accelerated Solutions Environment (ASE) – a differentiating, patented methodology Capgemini has fine-tuned over years of real-world success. Our professional facilitators ideate and collaborate with you to accelerate your path to the business results you want.

## Your Customized, Pragmatic Action Plan

You benefit from more than simple problem identification and solution brainstorming. You benefit from our proven methodology. You also gain insights into how your rivals are competing, where your market is heading, and how your company should respond.

Most important, you walk away with a customized, pragmatic action plan – with 30-, 60-, and 90-day milestones that propel you from concept to execution. You gain the insights, guidance, and tools to translate strategy and process into superior experiences.

## Global, Industry-Specific Expertise

The CEC is designed to focus on the challenges and realities of distinct industry segments, including:

- Consumer products, retail, and distribution
- Manufacturing, automotive, and life sciences
- Energy, utilities, and chemicals
- Telecom, media, and high-tech

Capgemini's industry experts have amassed a deep library of knowledge, challenges and trends in each industry. We leverage those learnings to scrutinize the unique challenges your business must confront. We then combine the localized awareness of your account team with the global expertise of our most experienced experts. So you benefit from relevant best practices and a customized action plan.

## Real-World Results

Capgemini has already collaborated with some of the world's most recognizable brands – expanding their perspectives, inspiring new ideas, and driving game-changing action. In the process, we've assembled immersive experiences around key trends and issues including these examples from the Consumer Products & Retail industries:

- Customer engagement
- Experiential commerce
- Product customization
- New data frontiers
- Innovative business models
- Health and wellness
- Sustainability and upcycling

These learnings have equipped the CEC to drive results for clients such as:

- A large European grocery retailer
- A globally recognized beverage company
- A celebrated sports apparel brand

The Consumer Experience Center is your chance to reframe your most pressing challenge and seize hold of your most promising opportunity. Reach out and take the first step in advancing your enterprise to a new level of business success.

### What Can You Achieve With the CEC?

- Benefit from a customized experience targeted to your unique industry needs.
- Bring together global industry experience and expertise for competitive advantage.
- Move beyond traditional consulting to uncover perspectives from markets around the world.
- Experience innovative ideas from Capgemini implementations, solution partners, and the academic and startup communities.
- Become inspired and discover new ways of doing business.
- Make breakthrough decisions and walk away with a pragmatic action plan to shape the future of your business.



## 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 over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)

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**People matter, results count.**

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