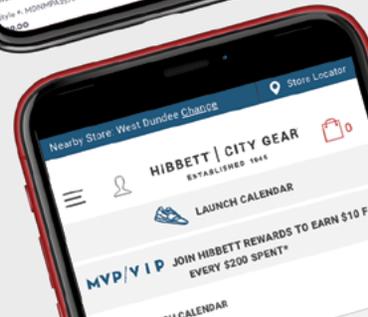
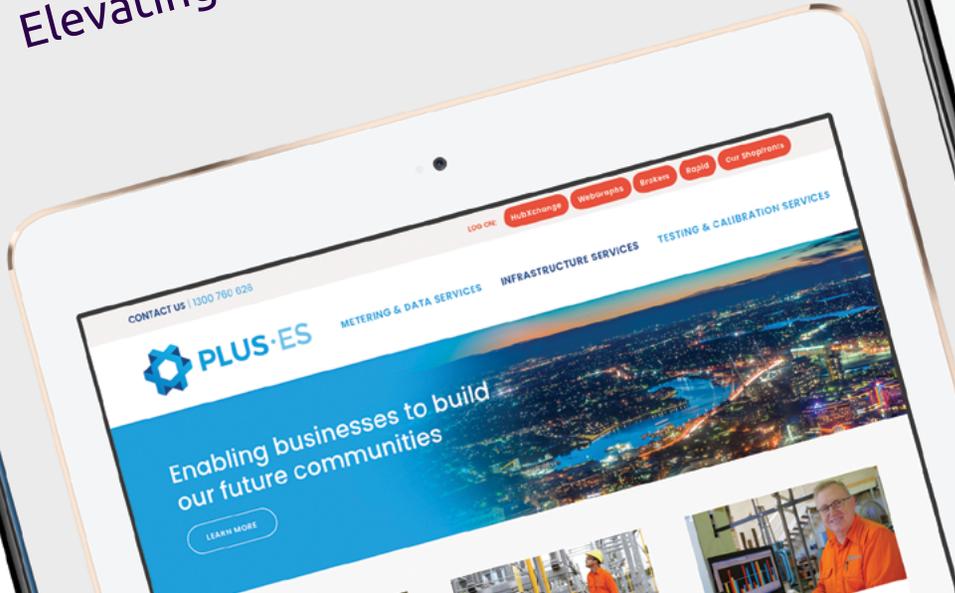
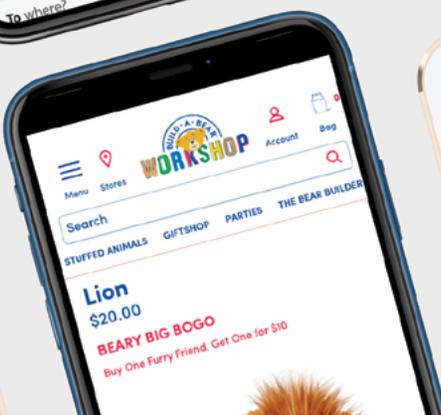


Capgemini | salesforce

Lookbook

Elevating the customer experience



Contents

The combined power of Capgemini + Salesforce	1
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Digital customer-experience case studies

Tarte	2
Chicco	3
Build-A-Bear Workshop	4
Hibbett City Gear	5
NYDJ	6
e.l.f Cosmetics	7
Hotel Chocolat	8
PGA TOUR Superstore	9
Jaguar Land Rover Europe	10
FILA	11
Global cruise and travel company	12
Plus ES	13
Jetstar	14
Aggreko	15
Fujifilm Europe	16
Wolters Kluwer	17

Customer experience trends and recommendations	18
--	----

The combined power of Capgemini + Salesforce

The only constant in today's experience economy is change. The customer journey is much more complex today than ever before, and this is setting a new bar for digital experiences that are distinct, personalized, and intuitive.

In short, customers want it all and they want it now. It is up to brands and organizations to respond to these needs in real time, and this requires a comprehensive digital-experience approach.

Success is achievable, but the simple, straightforward strategies that worked just a few years ago are no longer enough to set your business apart. Instead, this new, multifaceted customer journey requires a new, multifaceted approach. Every aspect of this must work in unison toward the goal of guiding consumers on their own, personalized journeys.

From this standpoint, success requires so much more than just a gorgeous website design or the flashiest technology. It demands a smart, thoughtful approach to design – combined with a carefully constructed, comprehensive customer-experience strategy. When a deep understanding of your customers is combined with an iterative approach to experience excellence, the results can be transformative.

With unmatched Salesforce expertise and experience, Capgemini knows exactly how to deliver transformative digital-experience solutions. Our unique value-centric delivery processes deliver quick-win results and continuous, progressive ROI growth. Capgemini and Salesforce foster a creative, entrepreneurial approach to your business, developing solutions consistent with your business goals. We do this through uniting expert strategists, analysts, and designers to support this crucial mission.

To show you what we mean, this comprehensive Lookbook illustrates how our focus on design and strategy drives tangible, repeatable, and transformative results for our clients.

In everything we do, we believe that results matter more than promises. Capgemini ensures your business is on the right path to realize the full potential of your unique brand and optimize on your successes. As you read through these success stories, we hope the designs and strategies we present here will both inspire you and spark creativity to help you envision what your own customer journeys could look like. When you're ready to talk with us, we're here for you.

We hope you enjoy.

tarte

The challenge

Create a digital experience that mimics the in-store shopping experience – where it's easy for customers to explore product collections, try out new shades and color palettes, and learn new product tips and techniques from store professionals.

The solution

Capgemini designed customized guided-selling capabilities – including kit builders and product finders – that enhance personalization and drive conversion across channels.

A new “My Account” page enables users to set their preferences, which in turn generates more relevant product suggestions for the user. Account owners can also set purchase and communication preferences, so their entire shopping experience is tailored.

To engage busy consumers on the go, the complex interactive functionality is responsively designed and scales down to smaller screens on mobile devices.

Gorgeous imagery, product video tutorials, and user-generated content now tell a visual story across product collections and enable Tarte Cosmetics to highlight its key brand messages.

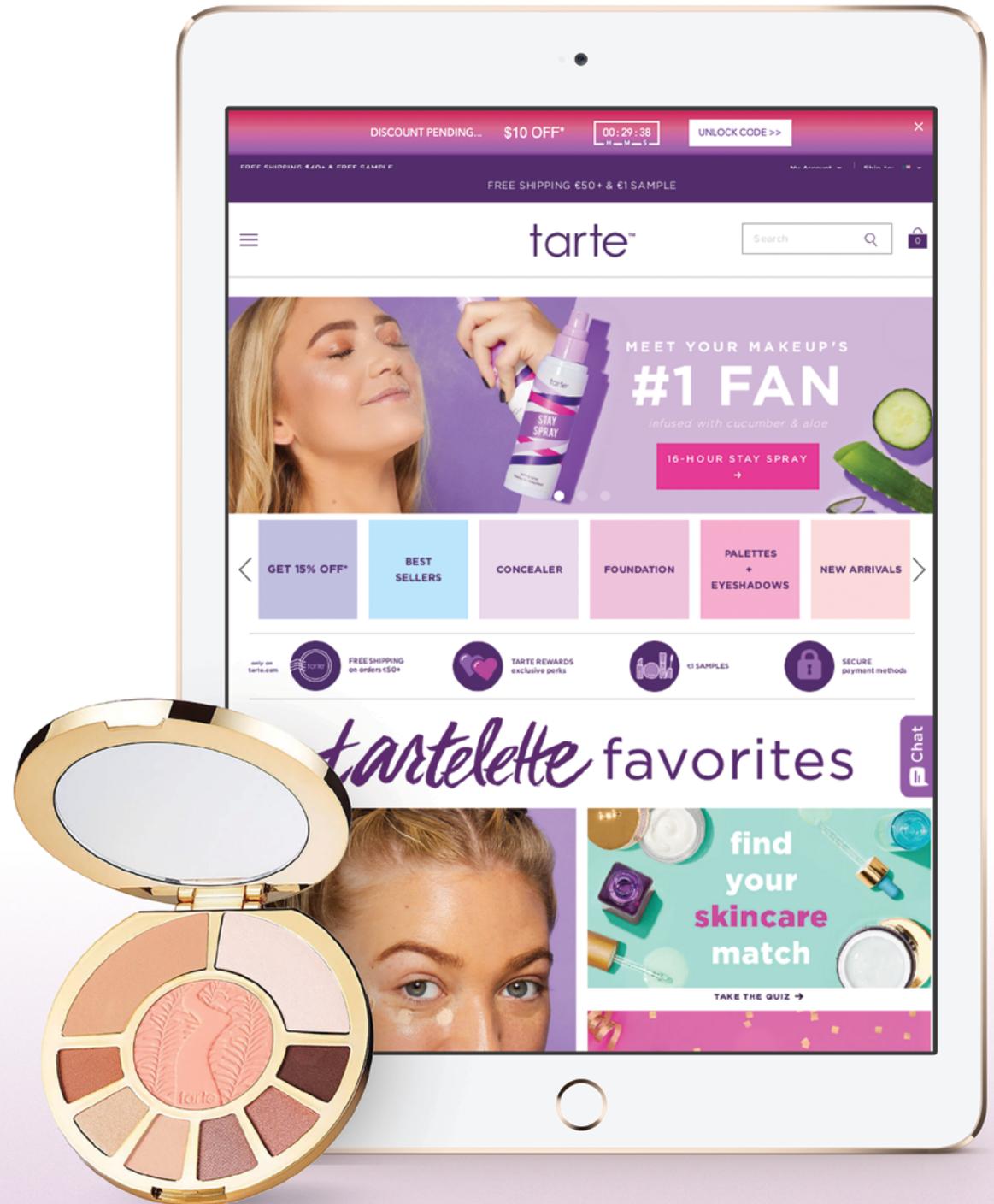
The result

The new customer-centric, interactive online shopping experience received the coveted Garner L2 Digital IQ “Genius” status. The project also received a 2018 Communicator Award for Excellence.

Technology leveraged



Salesforce Commerce Cloud





The challenge

Enable new parents to easily educate themselves on the multiple options available in each product category, so they can choose the products that fit their unique lifestyle needs.

The solution

Capgemini created a dynamic visual mix of general, educational, and product-specific content that looks more like a high-end magazine than a website. The site's new, intuitive layout engages visitors along every step of their shopping journey.

Capgemini redesigned the PDPs (product detail pages) so they are functional as well as fashionable: every design is fully shoppable, allowing customers to filter products by color, collection, and other variables.

Customized guided-selling capabilities and cleaner website navigation make it exceptionally easy for customers to browse, learn, and explore along their path to purchase.

The result

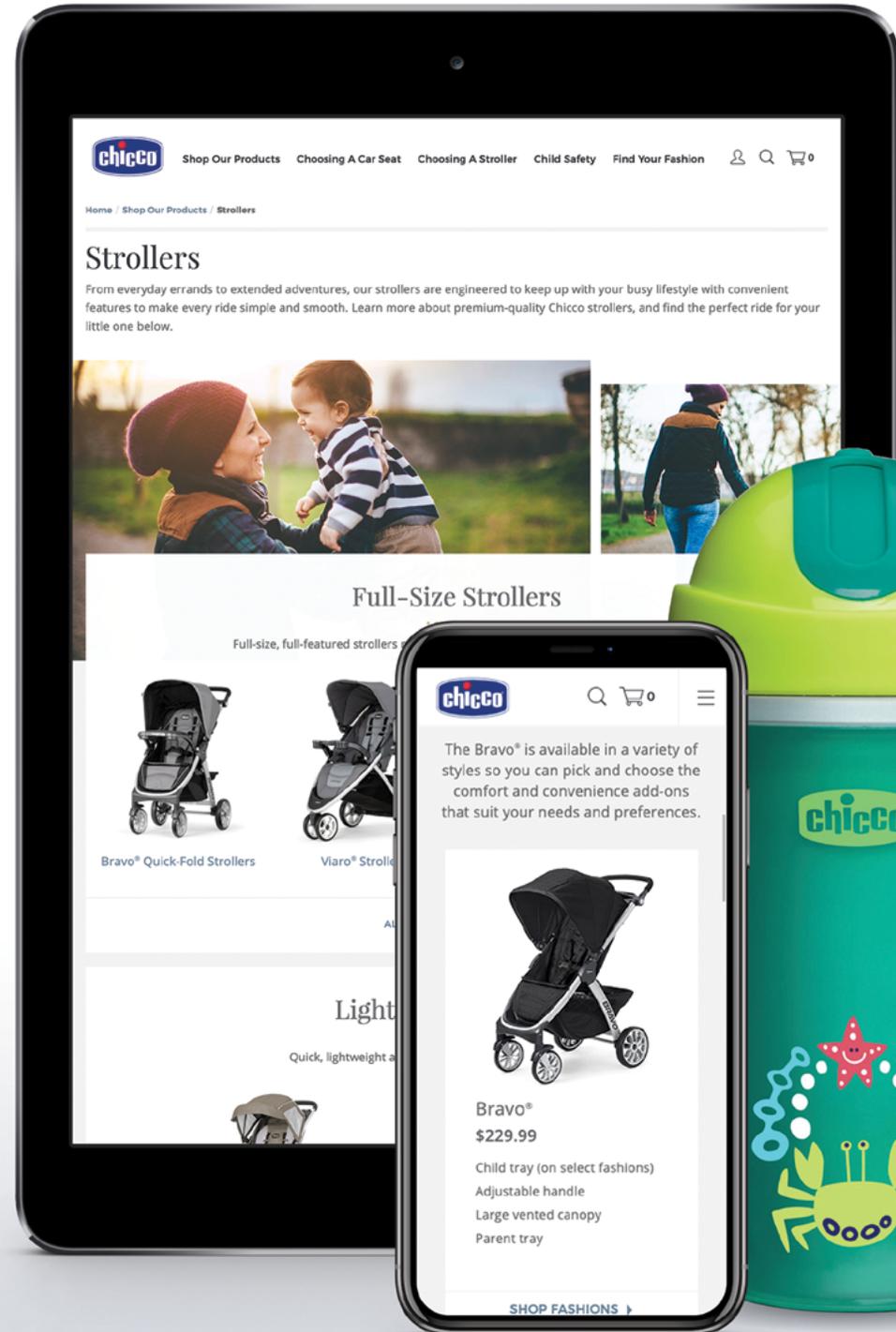
Mobile sales have increased 30 percent, and the website won the prestigious Horizon Interactive Best in Category award. The project also received a 2018 Communicator Award – Distinction.

Since launch, revenue has increased 35 percent and AOV (average order value) is up 33 percent due to a more engaging customer journey and overall experience.

Technology leveraged



Salesforce Commerce Cloud





The challenge

Bring the iconic Build-A-Bear in-store experience to life with a visual design and intuitive UX that would appeal to kids and adults alike.

The solution

Capgemini designed specific paths to guide customers on unique buying journeys that capture all the magic of the traditional Build-A-Bear shopping experience.

Extensive customization options within “The Bear Builder” ensures that customers are only limited by their own imaginations. With this new functionality, visitors can even personalize their furry friends with sounds, scents, clothing, and accessories. The process concludes with a “heart ceremony,” where a shopper selects a heart for their stuffed animal and is then prompted through sound and animation to make a wish, similar to the in-store experience.

The new experience is easy for adults, parents, and grandparents to navigate but also fun for kids to explore and discover

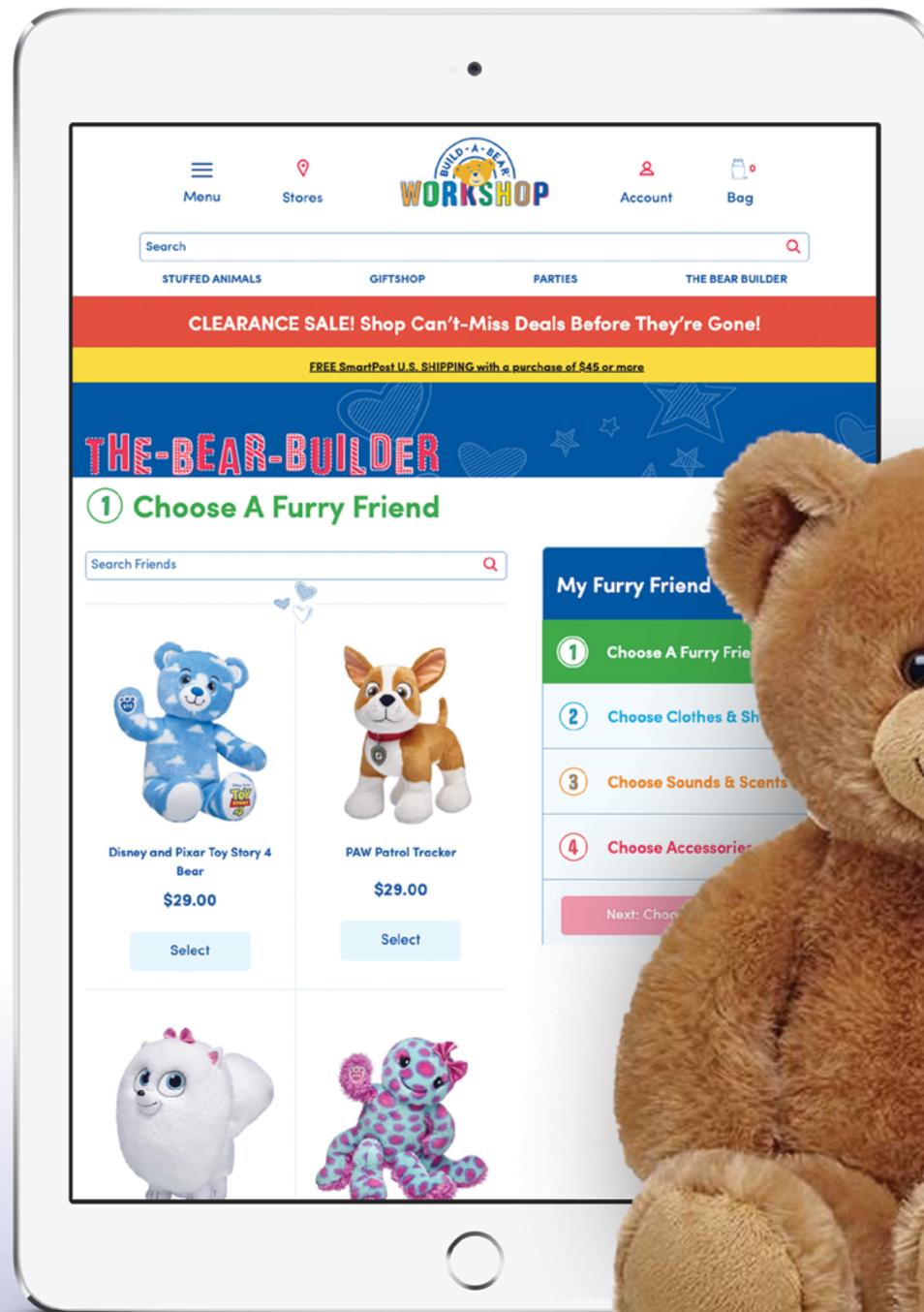
The result

Build-A-Bear now has a flexible, scalable solution to drive innovation and growth for many years to come. The result is a digital experience that is playful, emotional, engaging, and memorable. Online shoppers can be immersed in the positivity and love that makes the brand so special. The project received a 2018 Communicator Award – Distinction.

Technology leveraged



Salesforce Commerce Cloud



HIBBETT | CITY GEAR

The challenge

Build a brand new, premier digital experience to open up a new channel of opportunity and growth. The website would need to integrate with the existing loyalty program and PoS (Point of Sale) system and also support the company's many popular product vendors.

The solution

Capgemini built a completely customized, visually stunning, mobile-responsive digital experience for Hibbett | City Gear. Rich PDPs (product detail pages) include 360-degree product views, videos, questions and answers, ratings and reviews, and True Fit; the pages even include user-generated content curated from social media.

A new Launch Calendar showcases upcoming footwear releases. Customers can place digital orders the second a new shoe drops, or they can find the nearest retail store supporting the launch.

The new website includes a fully customized Buy Online, Pick-up in Store (BOPIS) and Reserve Online, Pick-up in Store (ROPIS) experience. Customers can pick-up items at a local retail store, reserve multiple items with no obligation to purchase, or even authorize someone else to pick up items on their behalf. These efforts successfully bridged the overall offline and online customer experience.

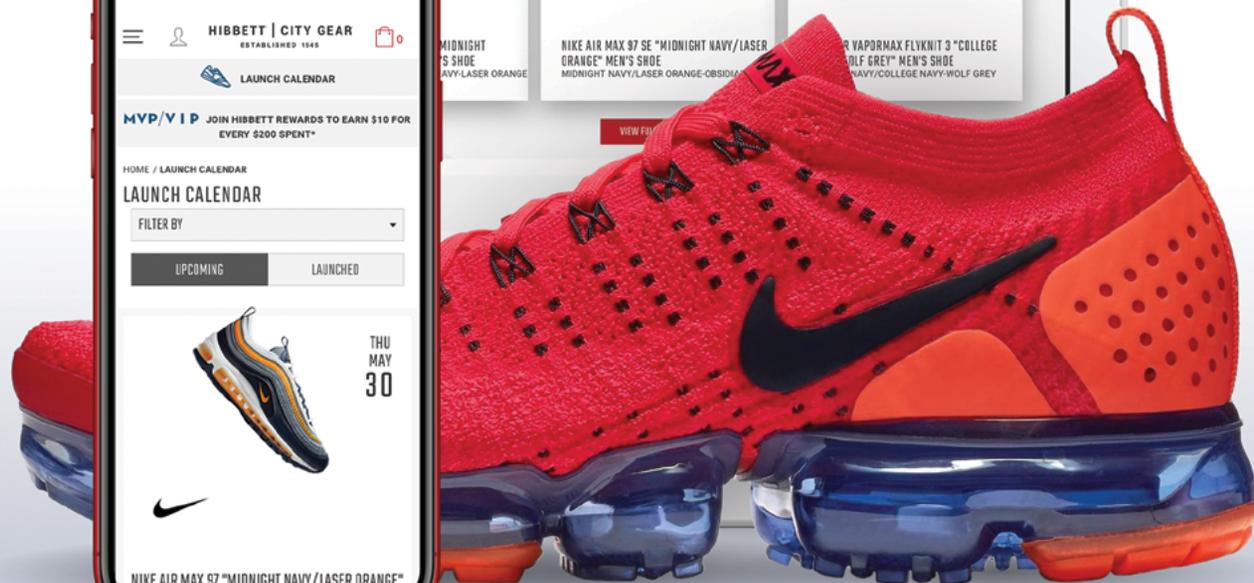
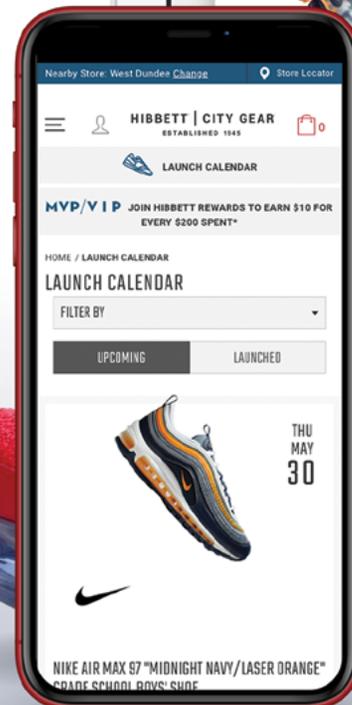
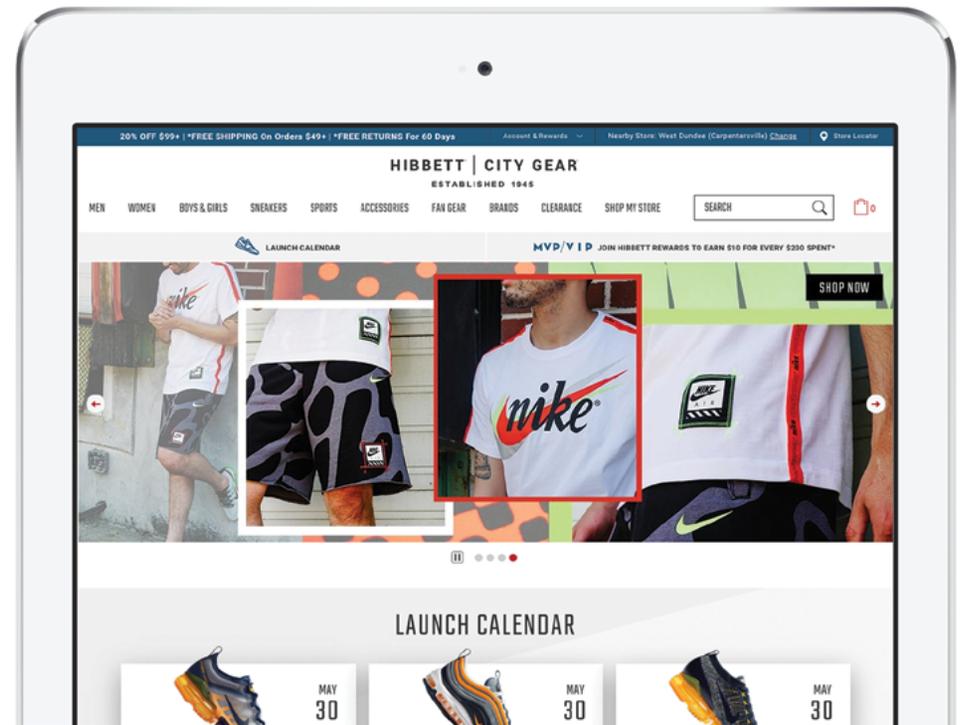
The result

The new website has generated a 62.2 percent increase in eCommerce sales, with online revenue now comprising 8.8 percent of total company revenue. The project received a 2018 Communicator Award – Distinction.

Technology leveraged



Salesforce Commerce Cloud





The challenge

Held back by a static platform, dated design, and severely limited data-analysis capabilities, NYDJ needed to transform its digital business to accomplish its ambitious goals for growth.

The solution

New full-width imagery, optimized product pages, and seamless content transitions give NYDJ the ability to engage shoppers like never before.

NYDJ's digital transformation wasn't just about building a new site. It was about centralizing customer data and personalizing each experience to ensure every shopper could easily find the perfect pair of jeans. To accomplish this, Capgemini implemented Salesforce Marketing Cloud and seamlessly integrated it with Salesforce Commerce Cloud and Service Cloud.

These integrations leveraged two key pieces of functionality from Capgemini's Unified Retail Accelerator. The Unified Profile Center creates a singular customer data record that collects inputs throughout a customer's journey whether they interact with NYDJ via email, website, telephone, or in stores. Then, Responsive Transactional Email capabilities ensure that the brand's communications look fresh and engaging in customer inboxes.

The result

NYDJ can now glean insights on customer behavior, deploy relevant content to every shopper, and serve them in an expedient and personal manner. Conversion has grown 22 percent and organic traffic and revenue are up 11 and 33 percent, respectively.

Technologies leveraged



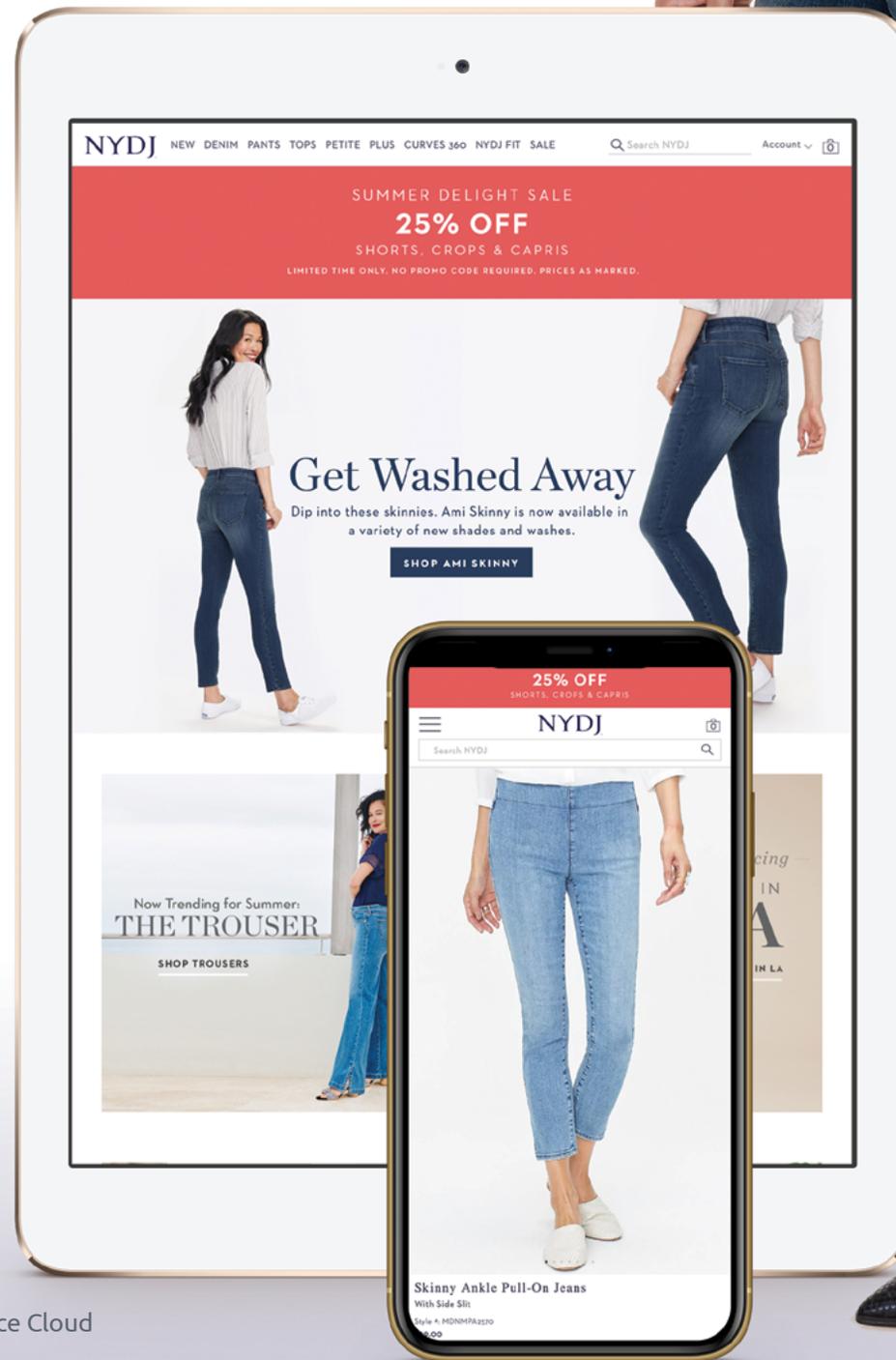
Salesforce Commerce Cloud



Salesforce Marketing Cloud



Salesforce Service Cloud





The challenge

With over five million Instagram followers, the beauty leader wanted to reinvent its experience to enhance digital sales and create a more engaging environment for its tech-native customers.

The solution

Capgemini designed a fresh, modern, on-brand digital experience aligned with e.l.f.'s vision. The best-in-class, mobile-first design enabled e.l.f. to showcase products and content in a modern, clean, and engaging layout.

Optimized product pages place bold imagery on center stage. Next to product photos, a fully integrated swatch selector enables shoppers to see differences in makeup shades.

Capgemini then implemented the new, mobile-optimized site design on Salesforce Commerce Cloud. The platform's scalability ensures that the new e.l.f. experience can perform during seasonal traffic spikes and grow along with the brand's robust mobile business.

The result

The integration of Salesforce clouds has enabled the brand to personalize content, launch a robust loyalty program, and engage with customers on a deeper level than ever before. The conversion rate is up 48 percent and digital revenue has grown 37 percent since launch

Technologies leveraged



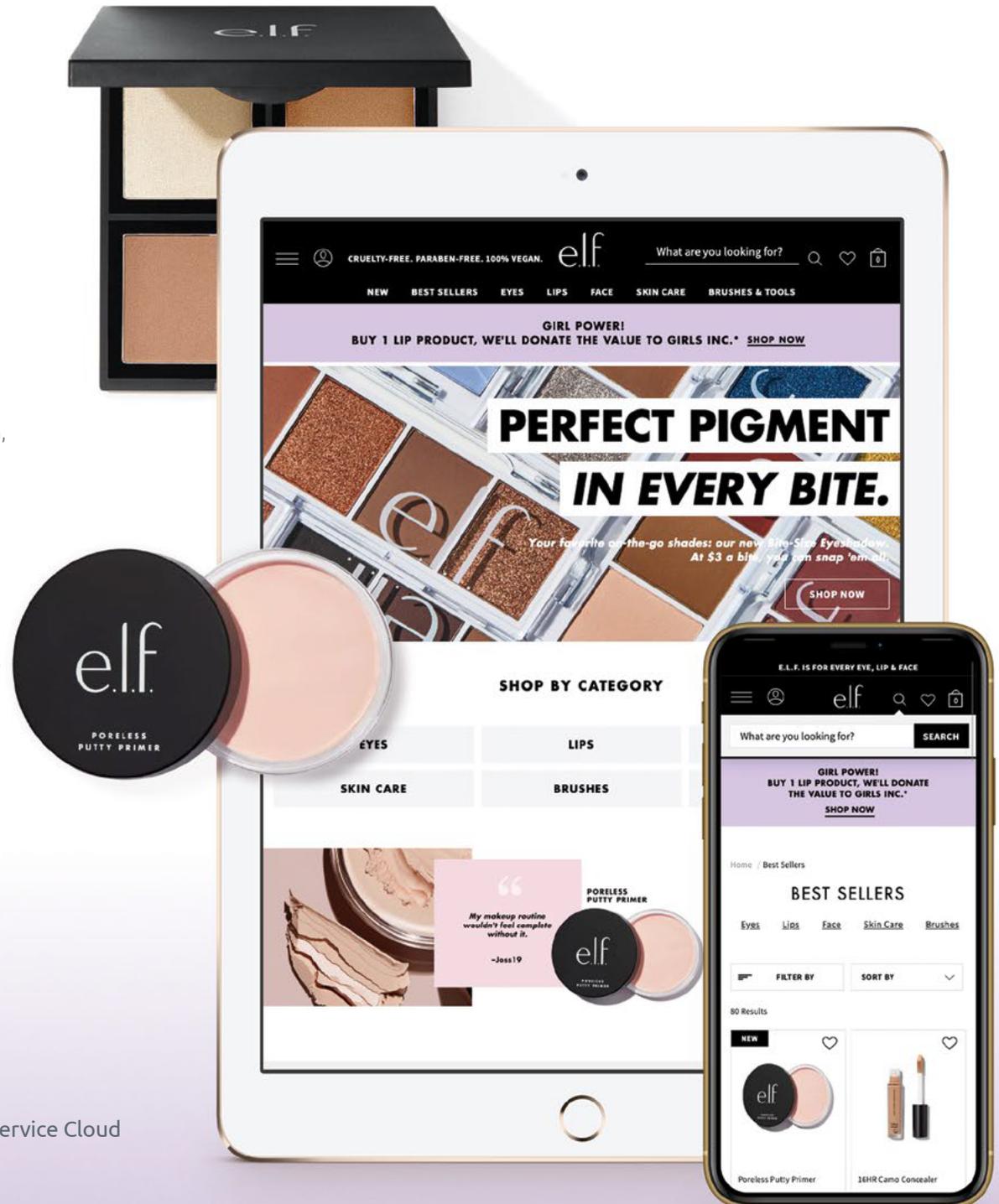
Salesforce Commerce Cloud



Salesforce Marketing Cloud



Salesforce Service Cloud



HOTEL Chocolat.

The challenge

Hotel Chocolat wanted to consolidate several disparate properties onto a best-in-class platform to provide a single unified experience to its customers.

The solution

To unify the brand's distinct digital properties, Capgemini built a master, multi-site architecture on Salesforce Commerce Cloud, designed to easily scale to support growth and innovation.

The new hotelchocolat.com allows shoppers to access Gifting, Subscription, Café and Restaurant, and Hotel sites from one central location, and seamlessly navigate from one area to another.

The site also includes a series of unique gifting experiences custom-built by Capgemini. Shoppers can construct custom gift baskets one chocolate at a time and, as they add items, view how "Full" their basket is and see real-time total costs.

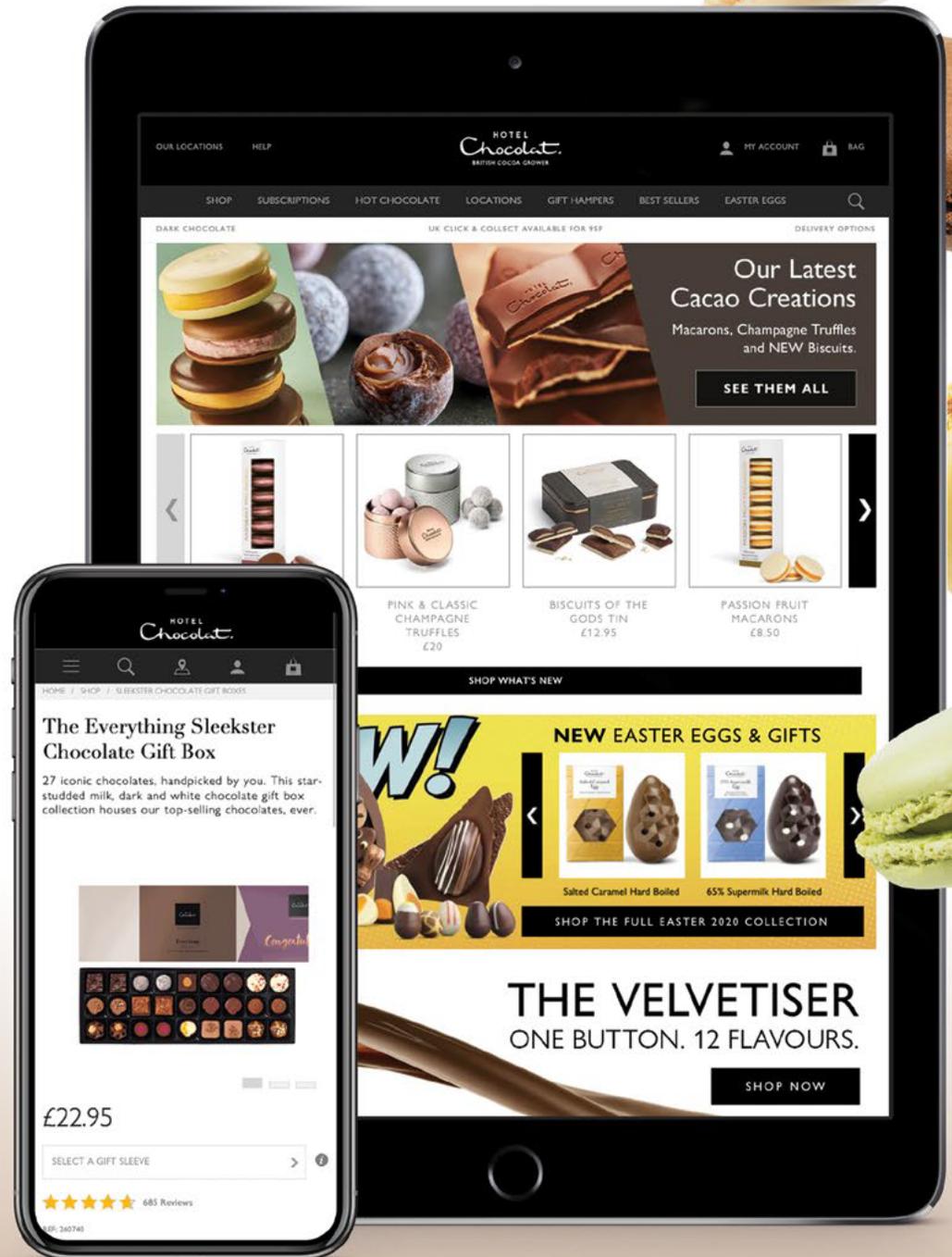
The result

The Hotel Chocolat digital experience engages shoppers with stunning design and detailed information on every piece of chocolate. Since launch, conversion rates have increased 16 percent site-wide and mobile devices are now the leading source of traffic.

Technology leveraged



Salesforce Commerce Cloud





PGA TOUR SUPERSTORE

The challenge

The digital PGA TOUR Superstore experience did not live up to its impressive brick-and-mortar counterpart.

The solution

After receiving new mobile-first designs from the creative teams, the Capgemini Commerce Implementations team then created the fully mobile-optimized site on Salesforce Commerce Cloud.

Every golfer needs the perfect set of custom-fitted clubs, so Capgemini design experts built an online tool to enable shoppers to customize their clubs' handedness, loft, shafts, and flex online.

Club fitting is such a large part of the PGA TOUR Superstore experience, so Capgemini built two solutions that bring this to life online. The first, Custom Quotes, enables customers to buy their clubs online after an in-store fitting and then the clubs are delivered right to the customer's door. Second, Capgemini developed a Custom Club tool that lets shoppers digitally customize, quote, and purchase their custom clubs

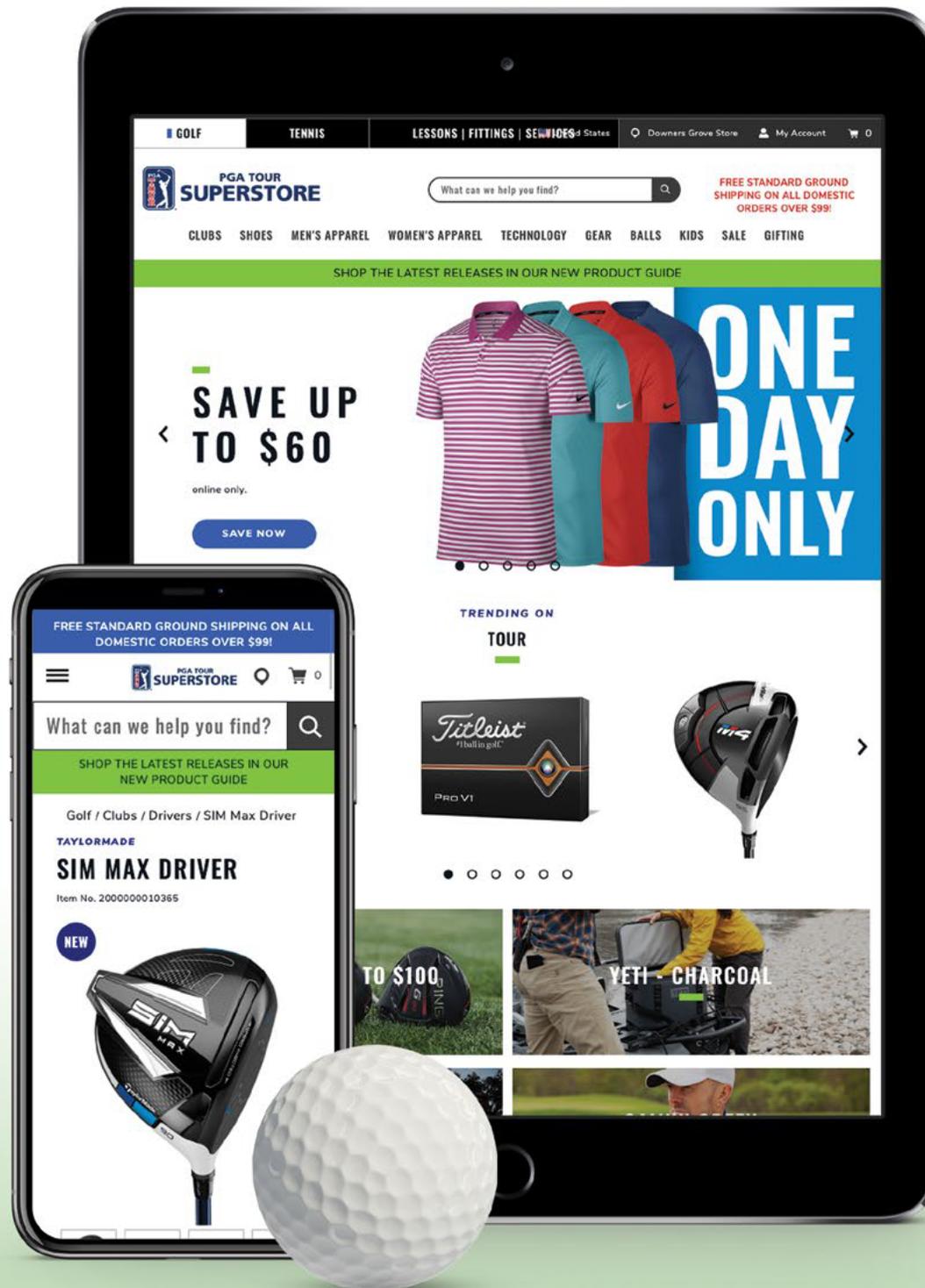
The result

Moving to this more engaging digital experience has driven incredible results since launch. The brand's eCommerce business is up 40 to 50 percent, and brick-and-mortar sales are up a robust 25 to 30 percent as well.

Technology leveraged



Salesforce Commerce Cloud





The challenge

Jaguar Land Rover Europe (JLR) wanted to better track and manage its spending on retail sales promotions while also standardizing its approach to campaign creation and reporting and simplify the administrative handling of retailer claims.

The solution

In collaboration with Capgemini, JLR introduced the Salesforce-based Enhanced Variable Expense Reporting System (EVEREST) solution across all European National Sales Companies as well as retailers, which greatly improved its ability to track campaign spending and generate impactful business insights.

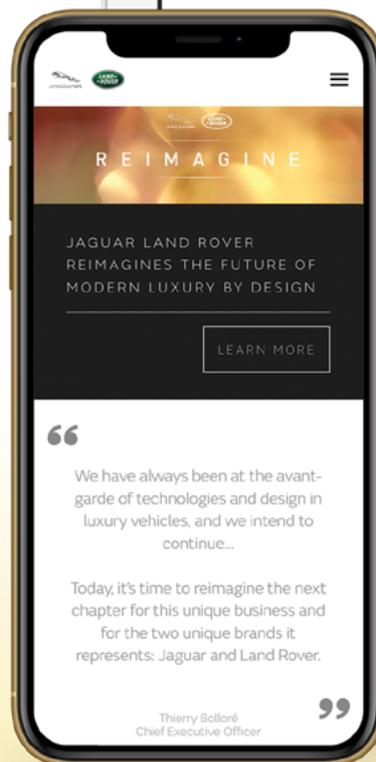
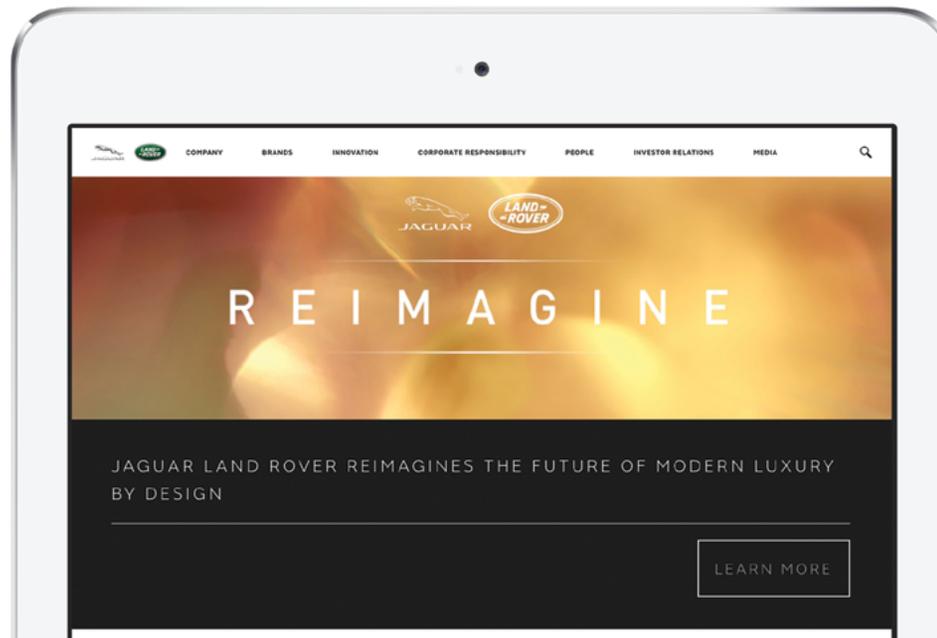
The result

The new tool managed Variable Marketing Expense by tracking campaign spending. The tool offered simplified reporting and higher quality business insights, and also offered a standardized process that made for easy roll outs across markets.

Technology leveraged



Salesforce Sales Cloud



...always been at the avant-garde of technologies
...gn in luxury vehicles, and we intend to continue...

...time to reimagine the next chapter for this unique
...ss and for the two unique brands it represents:
...Jaguar and Land Rover.

”

“

We have always been at the avant-garde of technologies and design in luxury vehicles, and we intend to continue...

Today, it's time to reimagine the next chapter for this unique business and for the two unique brands it represents: Jaguar and Land Rover.

Thierry Bolloré
Chief Executive Officer

”





The challenge

While the brand inspires loyalty, its digital experience did not deliver the same impact as retailers. FILA, a leading global sport and leisure footwear and apparel brand, decided to make online a greater priority when the global pandemic shut down retailers around the world. As traditional sales were impacted, the need for a digital experience became more obvious.

The solution

FILA engaged Capgemini's Digital Customer Experience marketing team to do an in-depth analysis of the ecommerce ecosystem; create a set of data, tagging, and reporting recommendations; and leverage this information to better inform the business. FILA worked with Capgemini to introduce a new, unified content system to elevate and personalize engagement throughout the customer journey, powered by Salesforce Commerce Cloud.

FILA's dynamic customer experience ecosystem also includes robust cloud-integration investments that enhance data flows between systems to allow a 360-degree view of its customers. Leveraging MuleSoft, Capgemini helped FILA build a high-level, API-based integration architecture to access customer and order data more accurately and efficiently.

The result

Sales have increased substantially over five months when compared to 2019.

In May 2020, FILA.com set a new sales record for the channel, even with advertising and event sponsorships on hold.

FILA had scheduled a launch to hit stores in May but, with many retailers closed and in collaboration with the Christopher Wallace Estate in honor of the Notorious B.I.G., the launch strategy changed. FILA.com took the bulk of inventory produced and launched early, on May 19th. Through close partnerships with the logistics and sales teams, FILA.com managed a second drop of the shoe days later, coinciding with the Notorious B.I.G.'s May 21st birthday. With the new website design in place, the result was a sell out in less than 24 hours.

Technologies leveraged



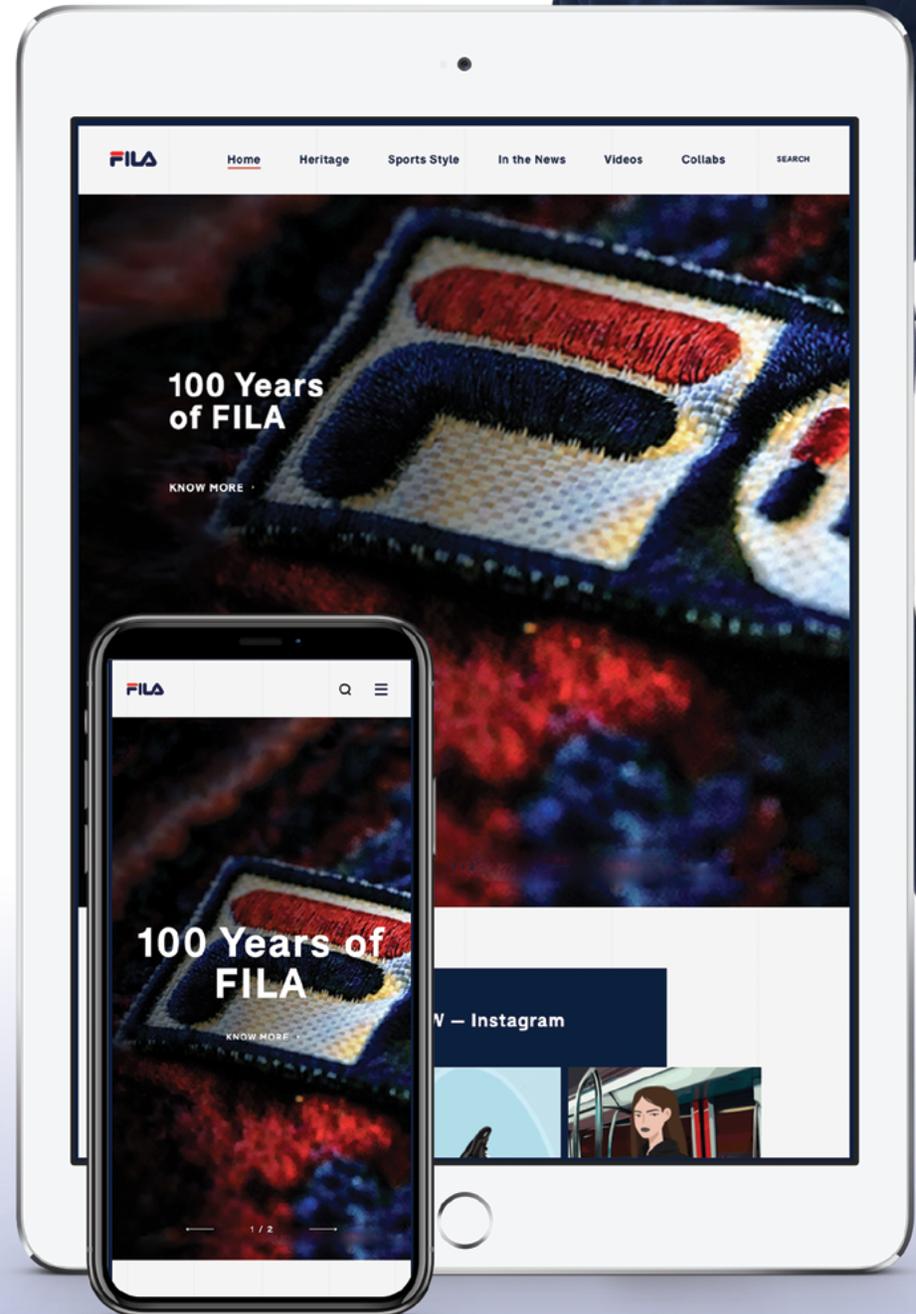
Salesforce Commerce Cloud



Salesforce Service Cloud



MuleSoft



Global cruise and travel company

The challenge

The client was rethinking its business model and implementing a cohesive customer-engagement platform. While Salesforce is its overall customer-engagement platform, true transformation can be enabled with integration to other systems including cruise reservations, data warehouse and reporting marts, websites, on-board systems, content management repositories, and the recommendation engine.

The solution

The Salesforce products include Marketing Cloud, Sales Cloud, Service Cloud, and Community Cloud. Marketing Cloud is leveraged for campaign management and one-on-one email marketing to guests throughout the cruise lifecycle. The Sales Cloud is used as the base CRM and manages all activity up to booking.

Service Cloud is the basis for customer-service issues and Community Cloud is the basis for a travel agency portal. Community Cloud is also tightly integrated with the reservations system and the content-management system.

The result

With the successful launch of the new cruise brand and experience, the company is seeing strong online bookings in preparation for its inaugural cruise. The integrated Salesforce platform is enabling true end-to-end customer engagement.

Technologies leveraged



Salesforce Community Cloud



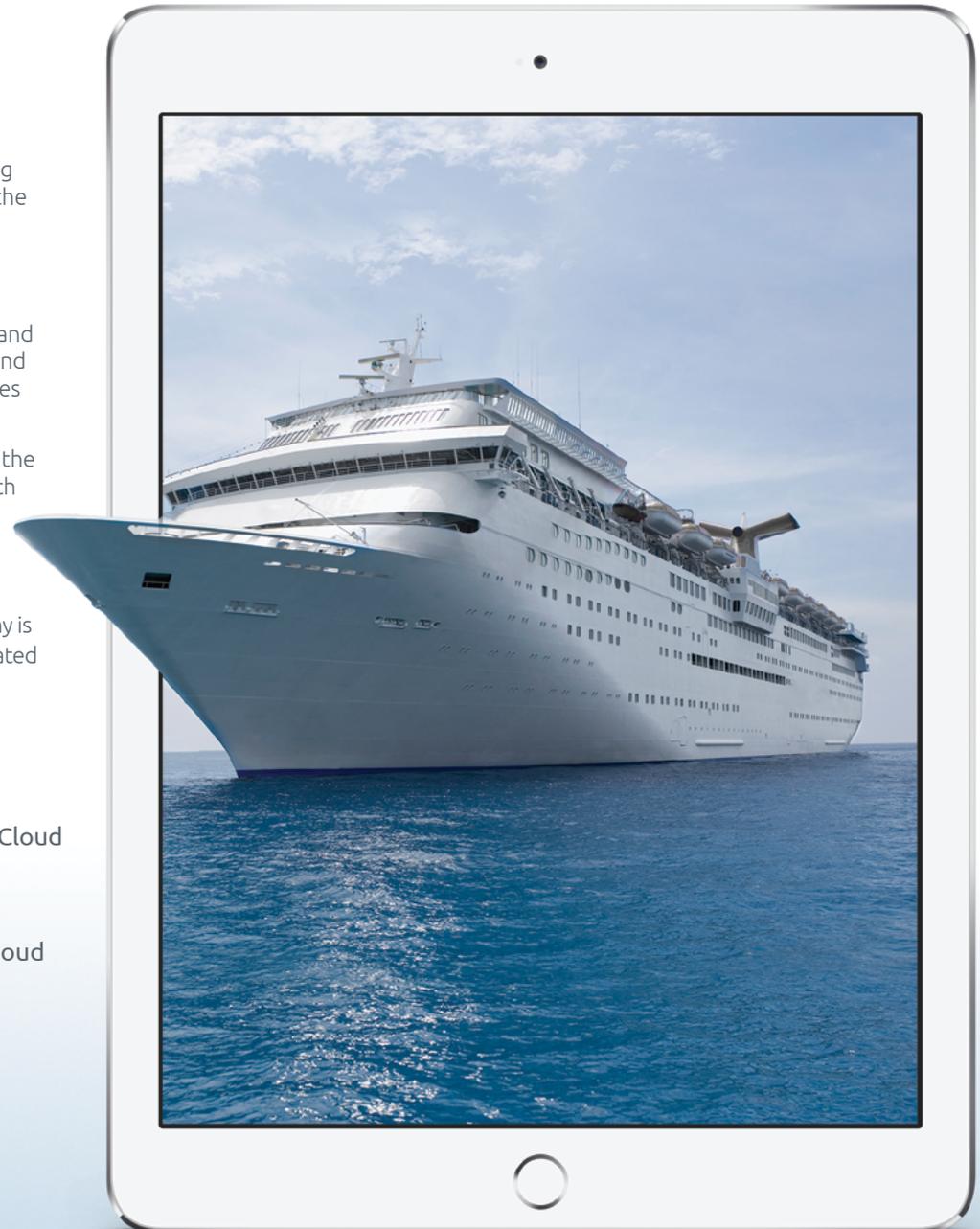
Salesforce Service Cloud



Salesforce Marketing Cloud



Salesforce Sales Cloud





The challenge

Plus ES, an energy solutions company providing metering and data, infrastructure services, and testing and calibration services, began a transformation journey and partnered with Capgemini to deliver the service-management component of the program. The objective was to provide greater control to its partners through an online experience, as well as allow for greater communications with customers. To achieve this, remediation was required to the existing instance to bring it up to speed with the latest functionality, such as enabling a Salesforce Lightning experience. The engagement was fully virtual from the initial proposal until go-live and post go-live support.

The solution

Capgemini assessed the existing Salesforce instance, and Salesforce Service and Community Clouds were uplifted to meet the objectives of the client and provide the desired value. A deep dive into the Salesforce data model was conducted, considering best practices and the leveraging of an integration platform. A refactoring of the current Salesforce data model was implemented to improve the system useability and performance and provide the capability for the business to support the required user experience.

The Salesforce Community experience was considerably uplifted by upgrading to a Lightning experience. In addition, Plus ES partners (retailers) were consulted to understand how they were leveraging the community, and the findings were used in designing an improved customer experience, helping retailers to better manage their requests and service offering.

The result

The solution was delivered remotely and on time and on schedule. The feedback from the retailers has been consistently positive, with a focus on the ease of use of the portal and the greater ability to interact with Plus ES. In addition, the solution has been used by Plus ES in proposals to win more work and has been a highlight of its differentiation among the competition.

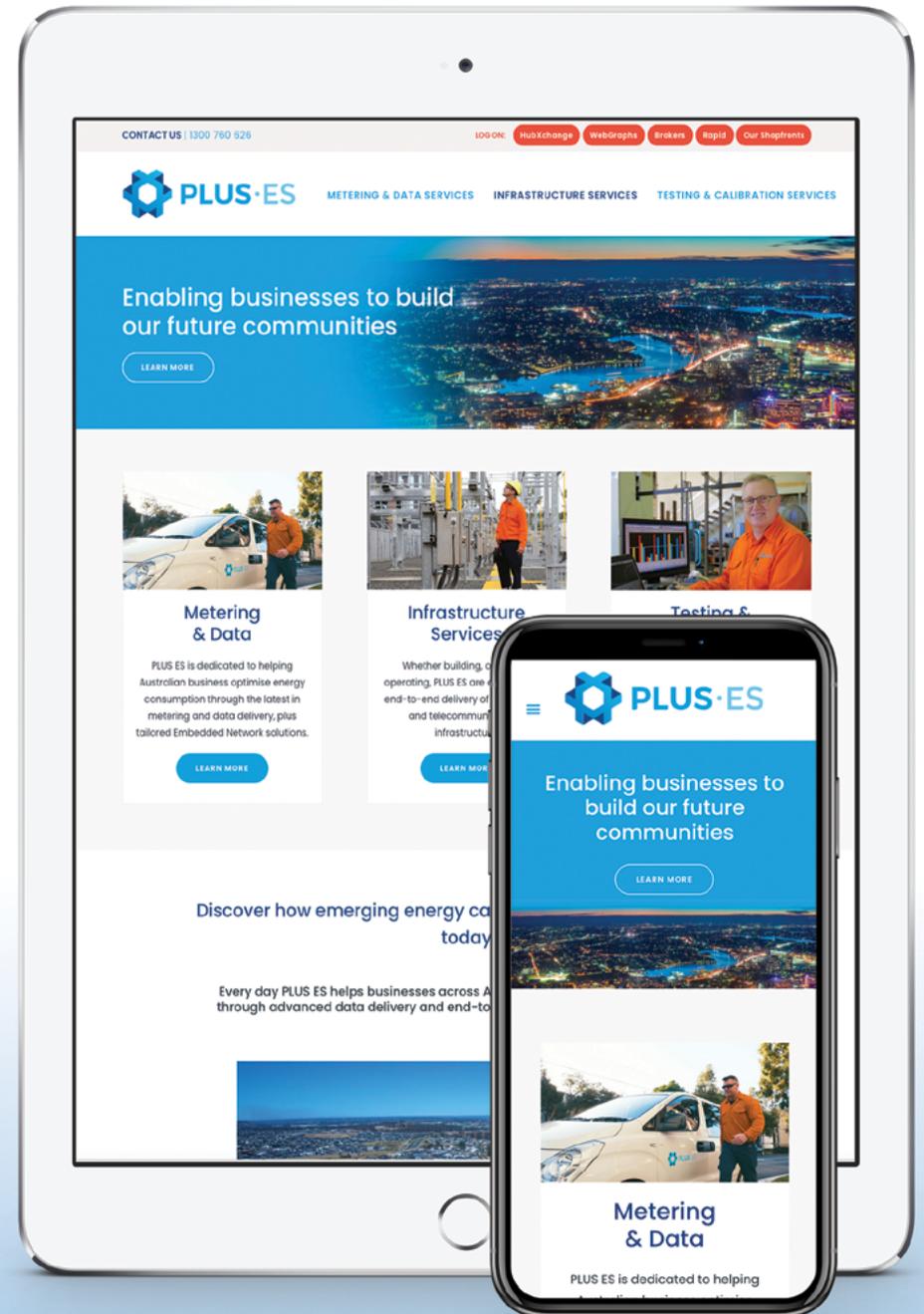
Technologies leveraged



Salesforce Community Cloud



Salesforce Service Cloud





The challenge

Jetstar, an Australian value-based airline headquartered in Melbourne, wanted to improve its sales and revenue through effective use of customer data but faced significant challenges. It had limited ability to target customers due to inaccessibility of data in the enterprise warehouses. Agents did not have access to customer profiles, booking history, or previous channel interactions, limiting their ability to cross-sell or upsell.

The solution

Capgemini deployed a Salesforce Sales and Service Cloud-based solution in the marketing, customer care, and sales streams. We processed and segmented the customer behavioral data of over 19 million customers from multiple sources to establish a rich customer profile and a unified enterprise customer view.

After nearly four years on Salesforce's classic version, Jetstar was keen to leverage the Lightning platform to access the latest technology and innovation. Jetstar embarked on an exciting path of Lightning transformation for its contact center and headquarter agents across multiple channels, languages, and geographic locations.

The result

The unified customer view now supports 3,000 web chats per day, 2,000-plus voice calls per day, and manages more than 1,600 social media-interactions per week.

In addition, APAC customers are supported by more than 400 chat agents in English, Mandarin, and Japanese, and sales opportunity conversions increased across 12 APAC markets through the automated group booking solution.

Technologies leveraged



Salesforce Sales Cloud



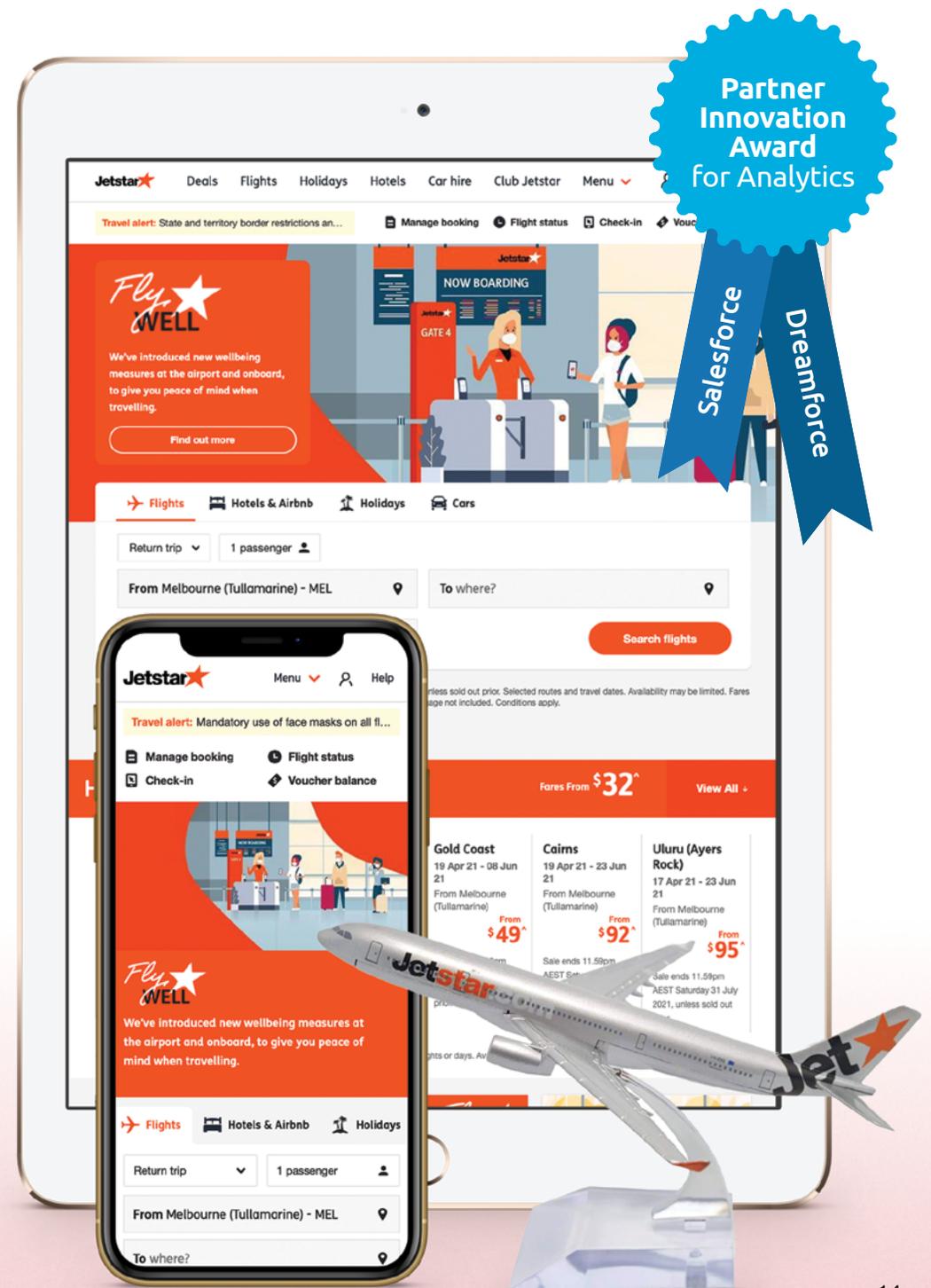
Analytics



Salesforce Marketing Cloud



Salesforce Service Cloud



aggreko

The challenge

Aggreko is one of the world's leading providers of environmentally friendly equipment for temporary power generation and temperature control. The vast majority of Aggreko's work is carried out by its field-service teams at a diverse range of locations. Aggreko wanted to improve the efficiency and productivity of its field-service operations and, as a result, enhance customer service and satisfaction.

Aggreko had identified 18 business improvement technology projects to focus on to equip the business for the next stage of its development. As part of its Field Service Management (FSM) workstream, it asked Capgemini to design, develop, and deploy a custom version of Field Service Lightning from Salesforce as its strategic FSM solution for global implementation.

The solution

Capgemini was selected to lead on implementing the Salesforce elements of the Aggreko 18 campaign, due to its market-leading expertise and track record in customer relationship management. To customize FSL to meet Aggreko's precise requirements, Capgemini embarked on a detailed investigation and analysis of dozens of user stories drawn from a wide cross section of Aggreko personnel working on site with customers.

The result

The new single integrated system resulted in increased efficiency and productivity as well as enhanced customer service and satisfaction.

The Aggreko team can also leverage the custom FSL mobile app enabled with GPS location tracking to task requests to the right field-service agents with the right skills who are carrying the right equipment.

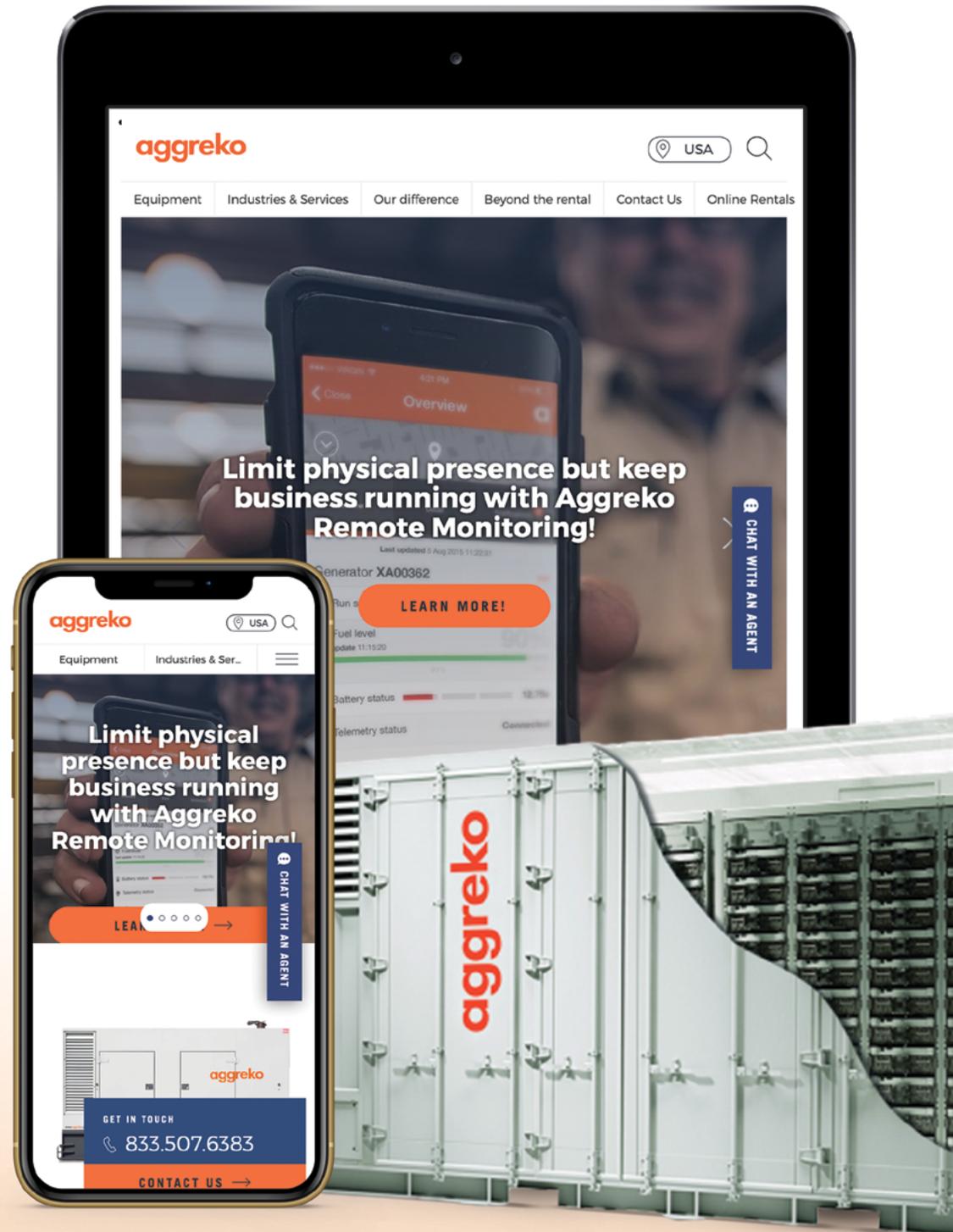
Technologies leveraged



Salesforce Service Cloud



Salesforce Field Service Lightning



The challenge

Fujifilm Europe GmbH Medical Systems Business Division is a pioneer in diagnostic imaging and information systems for healthcare organizations (clinics and hospitals). Fujifilm was looking to improve its field-service operation across Europe and overcome challenges related to planning, service logging, and knowledge sharing. The company was facing many disconnected applications with negative impact on data quality and service levels.

The solution

The division took the lead in increasing the quality of its service management and requested Capgemini's support. Capgemini took on the process design of the project. We successfully standardized the pan-European service-management process and deployed a Salesforce Service Cloud solution that included a mobile app for field engineers, integrated with the SAP backend application.

The result

The new field-service solution brings the following benefits for Fujifilm:

- Efficiency improvement
- Increased health and safety
- Performance measurement
- Increased service quality.

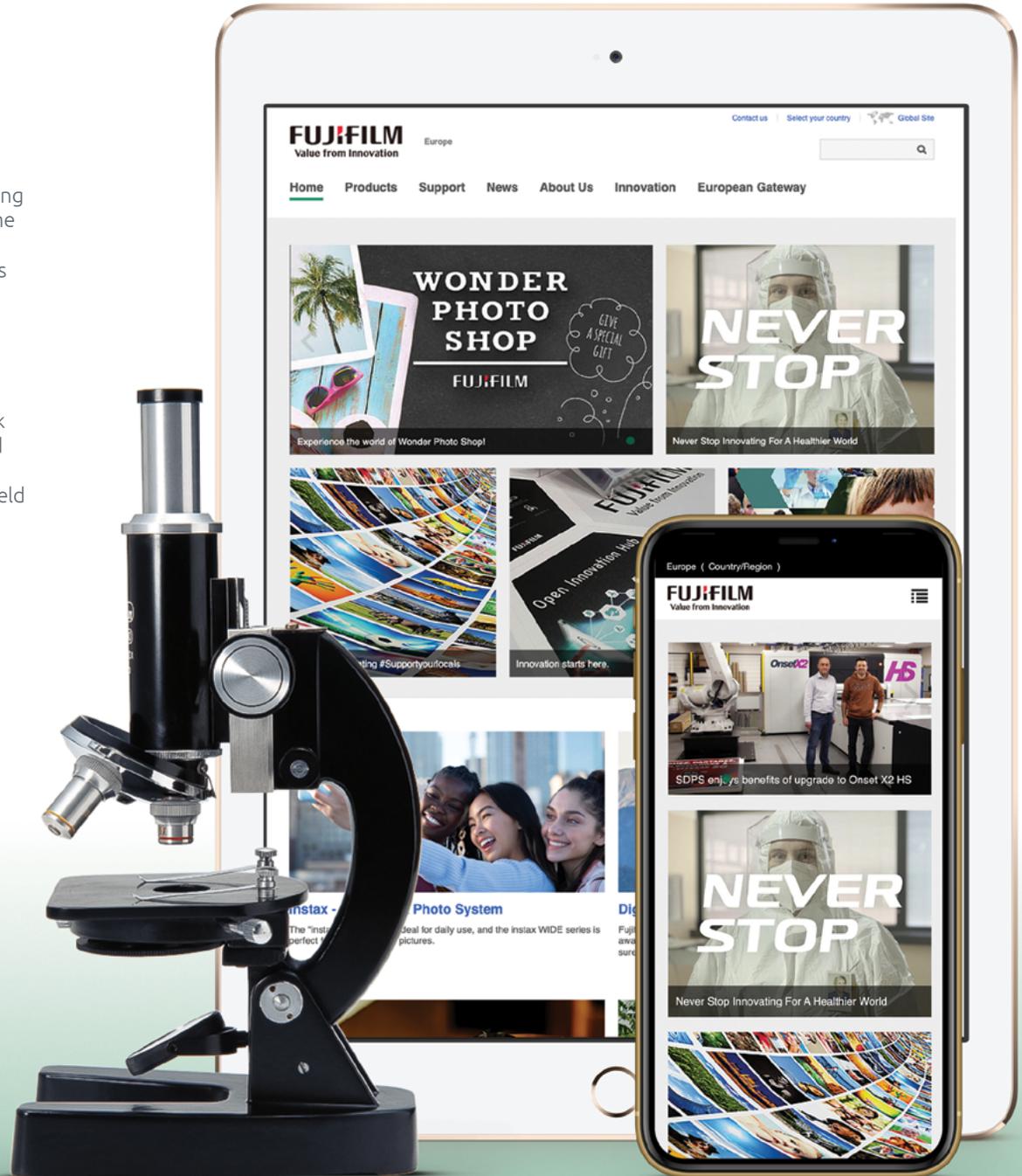
Technologies leveraged



Salesforce Service Cloud



Salesforce Field Service Lightning



The challenge

Wolters Kluwer is a global provider of professional information, software, and services. The business had many CRM solutions and decided to move its sales and service organization to one standard Salesforce CRM platform. With limited Salesforce knowledge in-house, Wolters Kluwer needed a partner that could not only implement the various Salesforce clouds but also help with change management and integrations.

The solution

A Salesforce COE was established to provide leadership and best practices and to deploy the platform. To enable the client to get the most value, Capgemini started by implementing the basics of Salesforce Sales Cloud in one business and later deployed it for multiple teams, with more functionality and integrations. Capgemini also implemented a European template for Salesforce across different businesses.

The result

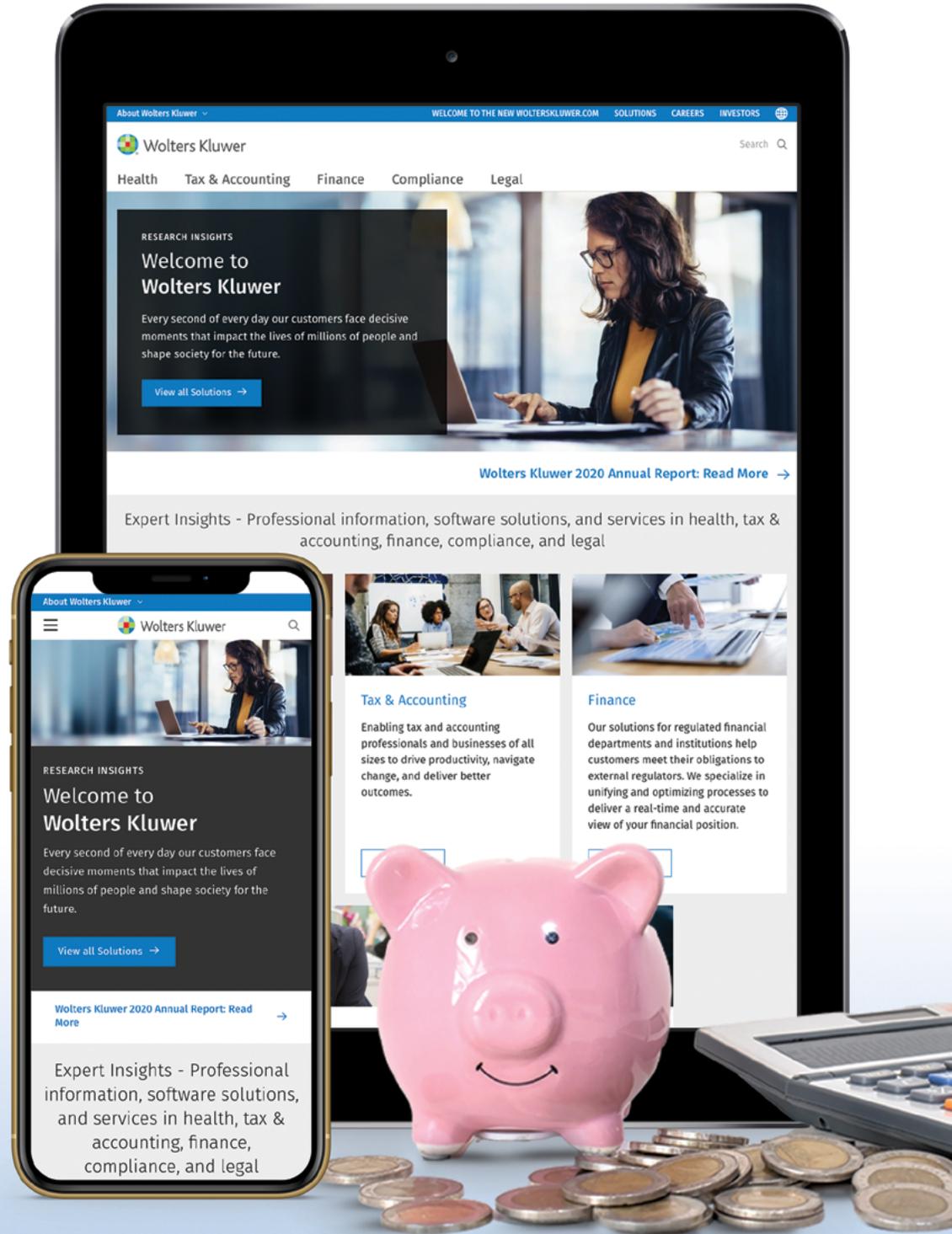
By utilizing the new omnichannel system, sales teams could use mobile devices to get direct insights about key KPIs and constantly engage with the business.

The new system delivered a 360-degree customer view.

Technology leveraged



Salesforce Sales Cloud



Customer experience trends and recommendations

Over the last several years, a series of major shifts in the digital landscape have redefined the customer experience – and we expect this rapid pace of change to only accelerate.

We've pulled together a list of valuable insights and recommendations to map out what you'll need to know to be prepared and succeed.

Emerging technologies

We believe three technology developments will play a major role in defining the breakaway winners in today's demanding marketplace.

1. Voice shopping

Why type when you can talk? This year, \$2 billion in sales will be generated across the U.S. and U.K. via voice shopping. That is predicted to reach \$40 billion in just three short years, and 50% of all search will be voice searches by 2020.

Driving this trend are younger, more affluent consumers – particularly if they have children. This group already uses voice to purchase standalone, lower-value, or commoditized items such as groceries, electronics, and entertainment.

How do brands and retailers capitalize on this trend? For some, Alexa-like capabilities may be in order. For example, a laundry detergent manufacturer may strike gold with a simple stain removal skill (“Alexa, how do I get grass stains out of my shirt?”). For others, in-store guided selling – such as kiosks with iPads – may help facilitate ROPO (Research Online, Purchase Offline) buyers.

Ultimately, this new technology presents opportunities to get creative and blur the lines between digital and physical channels even further.

- **Insight:** Voice commerce is rising fast in the U.S. and Europe.
- **Recommendation:** Make sure your content is optimized for voice search.

2. Machine learning and predictive data

While B2B brands have already embraced machine learning and artificial intelligence, B2C brands and retailers have been reluctant to fully jump in. We believe that will change in the year ahead.

With machine learning comes the promise of truly predictive data that companies can use to drive smarter, more accurate, and timelier decisions across all aspects of their digital and in-store operations. Typically, the obstacle here is not a lack of data, but rather that the data is locked up in silos and unable to be easily accessed by the people who need it. Additionally, many companies will find they'll need to invest in the capabilities for wrangling these vast amounts of data so that actionable insights can be identified.

Platforms such as Tableau and Hadoop can help bring sense and order to this data with a self-service approach that enables each team to get the information it needs to make different types of decisions.

- **Insight:** Predictive data can transform the way decisions are made.
- **Recommendation:** Be prepared to invest more in data visualization tools and your staff's analytical capabilities.

3. Headless commerce

As brands and retailers seek to create even more seamless customer journeys that stretch across devices, headless commerce will emerge as a major factor enabling agile, omnichannel strategies.

Headless commerce is a relatively new approach to organizing back-end data architecture and content management, where product-related data and content is separated from the front-end experience. Traditionally, this information is directly connected to the eCommerce platform – but with headless commerce, the information is instead packaged into a self-contained "unit" that can be delivered via API to a website, mobile app, Amazon Echo device, an iPad kiosk in a store, etc., without having to redesign the content for each platform.

This eliminates much of the pain of creating a separate omnichannel experience. However, execution of headless commerce requires both a large budget and skill – meaning companies will want to think carefully before jumping into this new technology.

- **Insight:** Consumers are ditching desktop-only search to embrace mobile, voice, and IoT platforms.
- **Recommendation:** Find a partner with experience in headless commerce to create a truly omnichannel approach.

Important trends

Beyond pure technology plays, brands and retailers need to be mindful of how the landscape is shifting.

1. Big expectations

As technology has become amazingly portable, intuitive, and instantaneous, consumers have been trained to expect the same levels of ease in all aspects of their daily lives.

This has irrevocably transformed the nature of both offline and online shopping. Today's consumer can't be bothered to sit down at their computers to browse products; they want to easily make their purchases from their cell phones, their Amazon Echo devices, or even their IoT-connected appliances. They also expect the same levels of ease with the actual purchase and delivery process. One-click ordering and same-day delivery are quickly becoming the norm. Buying online and picking up in store or having endless aisle functionality available in-store are also becoming critical.

Meeting (let alone exceeding) these big expectations poses real challenges for brands and retailers.

There are design implications: Can customers find what they want quickly and easily? Companies need to pay close attention to their site speed, site architecture, and general user experience on every page.

There are also fulfillment and shipping implications: Is your infrastructure designed to handle capabilities such as BOPIS (Buy Online, Pick up in Store) or ROPO (Research Online, Purchase Offline) shopping functionality? Companies must make sure their back-office operations are well thought-out and fully in order.

- **Insight:** Amazon has set a very high bar for consumer expectations.

- **Recommendation:** Test your website UX and your infrastructure capabilities to ensure you can give your customers what they want, when they want it.

2. The need for control

Consumers are understandably leery of how their personal data is being used – hence the increase in the adoption of ad blockers and resistance to accepting cookies. And yet, consumers also want their digital experiences hyper-personalized to their unique needs and styles.

Consider that in a recent survey, 42 percent of consumers said they'd like marketers to offer them deals on their mobile phones without collecting their personal data. Another 29 percent wanted to see relevant offers based on their profile while also maintaining their anonymity online.

These are obviously competing factors, and navigating this complexity requires brands and retailers to walk a very fine line.

How can companies design personalized experiences that also give the consumer total control over their experience? This is where a “design + strategy” approach can shine. By carefully building a digital experience that balances function with aspiration, companies can create experiences that truly delight and engage the shopper.

- **Insight:** Consumers want to feel like they are in charge.

- **Recommendation:** Enabling and rewarding customers to create personalized user profiles and preferences is a great place to start.

3. The importance of listening

If any company thinks it already knows what customers want...stop, wait, and listen.

We can't stress this enough: You should never assume you understand your customers. Directly ask customers what they want – and you need to listen fully to their answers.

How? To start, before rolling out any new initiatives, have a robust strategy for user acceptance testing (UAT). Provide plentiful opportunities for product reviews and service comments. Conduct surveys and customer panels. Monitor your industry and product trends.

Your goal is to capture objective data that extends beyond your own experience and assumptions so you can build a validated, accurate strategy.

- **Insight:** Personalization is key.

- **Recommendation:** Take steps to validate every assumption about what your customers truly want.

Ultimately, it's clear that eCommerce will continue to get faster, smarter, and more tailored to the individual consumer. To succeed in this environment will require a true customer-experience-comes-first perspective. The brands and retailers that win will be the ones that look for opportunities to break down their internal silos, integrate technology wisely, and leverage holistic, 360-degree data to drive the innovative, intuitive, and inspirational experiences their customers crave.

This is the philosophy we embrace at Capgemini, and it's served our clients well for decades. Wherever this year takes you, we are ready to help you embrace the trends and technologies we've outlined here, so you can emerge as the undisputed leader in your market.

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