Transform your Customer Experience with Connected Customer Platforms

Unlocking the Customer Platform opportunity

Customer experience is a combination of the perceptions, emotions and reactions that a customer has while employing different channels to interact with a company's environment, products or employees. Embracing Customer Platforms creates a seamless flow between what is promised, committed to and ultimately delivered to customers, while improving the efficiency of customer operations. This leads to increased advocacy and brand loyalty, market differentiation and brand relevance and finally, revenue and profitability growth. Organizations that seize the opportunity to reinvent their customer lifecycle journeys, processes and systems, embedding data at the core of this transformation, will better connect with their customers to gain a competitive advantage.

The journey towards Customer Platforms is challenging

While the business value of a great customer experience is clear, organizations across all sectors are struggling to realize their CX ambitions. So, what's holding them back?

Lack of leadership focus and sponsorship to orchestrate at scale

Struggling to both design and map end-to-end customer journeys

In search of the complete picture — customers, channels, products and services

Issues and opportunities of trust

How to keep agile when integrating with legacy systems

Managing multiple markets, brands and partners

Why Connected Customer Platforms are the Solution

Connected Customer Platforms provide an end-to-end approach and solution to transforming the customer experience. One that builds on a single framework bringing together multiple technology platforms and products, data sources and partnerships. Organizations need a more holistic approach in solutions connecting domains such as Marketing, Sales, Service, and Commerce across the complete customer lifecycle. Integrating these solutions with back office enterprise applications, such as supply chain, finance & accounting and product lifecycle management, is an important element in the delivery of a connected, seamless customer experience.

How to successfully navigate your journey

- Create an engaging and personal CX across customer journeys and user experience
- Activate your customer data for contextual, relevant & actionable insights
- Transform your technology platform for better agility and business impact
- Apply AI for customer understanding & augmentation, and immersive & conversational interfaces
- Adopt new ways of working and orchestrate at scale with agile enterprise architecture, multiple skills orchestration, design authority, and business/ IT collaboration

For more information, visit our **Connected Customer Platforms webpage**

Learn more about us at

https://www.capgemini.com/service/ digital-services/customer-experience/