

A PERSPECTIVE ON DRIVING SEAMLESS CUSTOMER OPERATIONS

Customer experience and acquisition are among organizations' top three priorities

1

Operational efficiency



2

Customer experience



3

Driving customer acquisition



4

Implementing technology



5

Launching new products and services



6

Revenue/pricing of existing products and services



Source: Everest Group Key Issues Survey, 2020

Trends in consumer experience are driving unified customer operations

75% of the workforce will be Millennials by 2025, who expect robust self service and omnichannel help

76% of customers expect companies to understand their needs and expectations

84% of customers say being treated like a person, not a number is important to winning

64% of customers expect companies to respond to and interact with them in real time

80% of customers report that immediate responses to requests influence their loyalty to a given brand

Source – Salesforce consumer experience research



Capgemini's Digital Customer Operations drives a more meaningful, productive, and frictionless relationship between your customers and employees across sectors



Digital Customer Interactions

Drive customer experience excellence through implementing a digital contact center platform that delivers frictionless omnichannel customer interactions.

- 40% reduction in overall costs
- 15–20% increase customer satisfaction
- 80% reduction in total transaction time
- 15% increase in Net Promoter Score



Customer delight



Connected Marketing Operations

Deliver digitally-augmented, data-driven marketing operations that drive more agile connections and a seamless, omnichannel experience with your customers.

- 50% reduction in cost of operations
- 35% increase in lead conversion rate
- 50% increase in customer reach
- 30% increase in speed to market



Customer retention and expansion



Digital Sales Operations

Enable improved sales and rapid growth through designing and implementing a touchless, data-driven, omnichannel sales journey tailored to your market segments.

- Upto 80% sales lead conversions
- 10% reduction in staffing reduction
- 80% faster leads processing
- 15% increase in Net Promoter Score



Customer acquisition

Capgemini focus sectors



Life Sciences



CPRD – Healthcare



Sogeti



High Tech



CPRD – non health



TMT / Media

Reshape your customer journeys by leveraging a range of differentiators

Customer journey orchestrator

Persona-led contact design

Data & Insight led

Automation-first

Omnichannel

Data & Insight led

