Connected *Customer Journey* Platform

Capgemini

The imperative for better *customer journey management*

Enterprises must deliver consistent, positive engagements across all channels to differentiate themselves from the competition – and turn customers into brand champions.

Long-term customer relationships are critical. This is a universal truth – and yet, many global organizations are unable to compile a complete view of their customers. That means they cannot fully understand customer expectations, correctly interpret behaviors, and use that information to provide a seamless experience across all touchpoints.

The key to addressing this is to understand each individual customer's journey by collecting data, analyzing it to derive valuable insights, and then acting upon those insights in a timely manner and through the most appropriate channel. Doing this well can help identify potential new customers, encourage sales – including cross-selling and upselling – and provide better support. Ultimately, it can build loyalty with customers and convert them into brand champions.

But this is a significant challenge. Addressing it requires access to high-quality data from all customer touchpoints, collection and validation via automated processes, and the deployment of state-of-the-art analytics, including generative AI, that act upon the company's own data as well as information from third-party sources.

Universal *challenges*

Understanding the customer journey is essential, in any industry and for those selling products, services – or both – to consumers or businesses.

Providing personalized experiences across all interactions builds critical relationships – but when enterprises potentially have millions of customers, the challenge is how to collect and analyze data and then act on those insights in real time and in an engaging manner. The multi-channel environment in which businesses operate complicates the task. Effectively managing the journey requires engaging the customer via the most appropriate channel – but today, people interact with companies via multiple touchpoints.

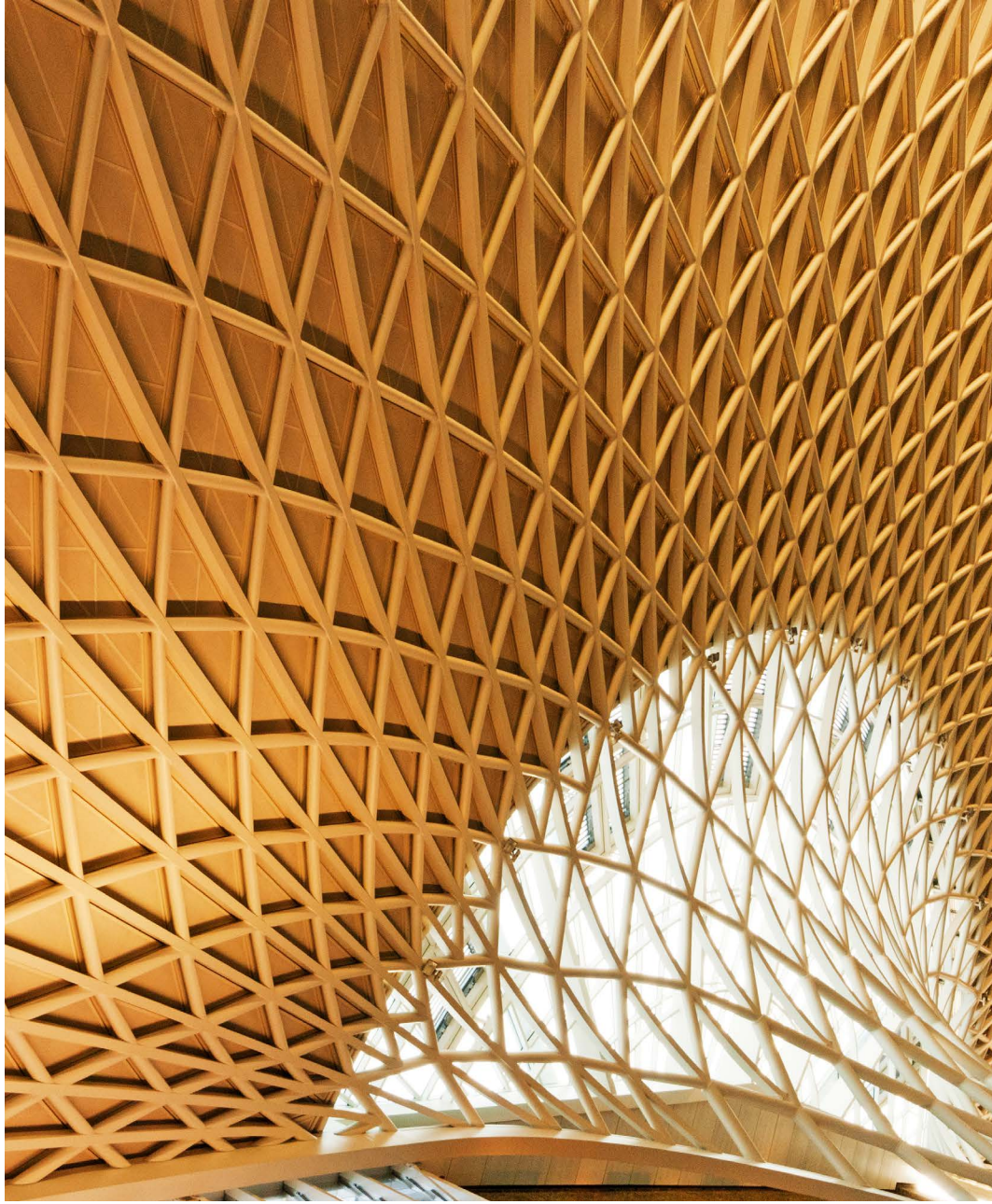
For example, a customer may receive an offer on a mobile device but research the item via a desktop computer. They may reserve and pay for the product on a website but visit a bricks-and-mortar location to pick it up. They may interact with the brand via email to receive post-purchase support. And they may share their experiences with the company via social media.

Legacy approaches are *insufficient*

The customer journey data most companies collect today typically ends up in silos – each built upon incompatible platforms and with their own inconsistent formatting. The result is inefficient processes, incomplete customer profiles, and an ad hoc collection of structured and unstructured data that often must be manually manipulated – reducing the value of the data and the company's ability to apply advanced analytics to it.

To address this, the enterprise must centralize and rationalize its data into a single source of truth for each customer. To maximize the value of the data, this must be done in real time – which demands automation. To derive the most valuable insights, the enterprise must integrate its own customer data with key inputs such as demographic intelligence from syndicated data vendors – and then apply advanced analytics, including analytics enabled by generative AI.

Doing this effectively will help create a consistent, positive experience for the customer across all channels. This is important because today's customer values the experience as much as the actual product or service. If any one channel fails to deliver, that negative interaction can encourage the customer to shop elsewhere.



A proven platform, *customized for each enterprise*

Capgemini has launched a solution that combines technology and business process transformation to help its clients improve how they manage the customer journey. The Connected Customer Journey Platform is a new solution that's fully customizable to address specific industrial sectors and company needs, but it's built upon Capgemini's experience with a similar platform that has served clients in the life sciences sector for more than a dozen years.

The Connected Customer Journey Platform enables organizations to capture key customer data, automatically and from across multiple sources. It cleans and validates all data and then aggregates it – which not only enables organizations to better understand individual customers but also frames that understanding in the context of all other stakeholders that are influencers in that customer's journey.

With quality data and the right analytical tools, a company may derive robust insights. Capgemini's cloud-based platform analyzes historical data to predict likely behaviors for each customer. Generative AI can then use these insights to make recommendations for best actions – enabling micro-targeted customer engagements at the right time and via the right channel, to help differentiate the enterprise from its competitors.

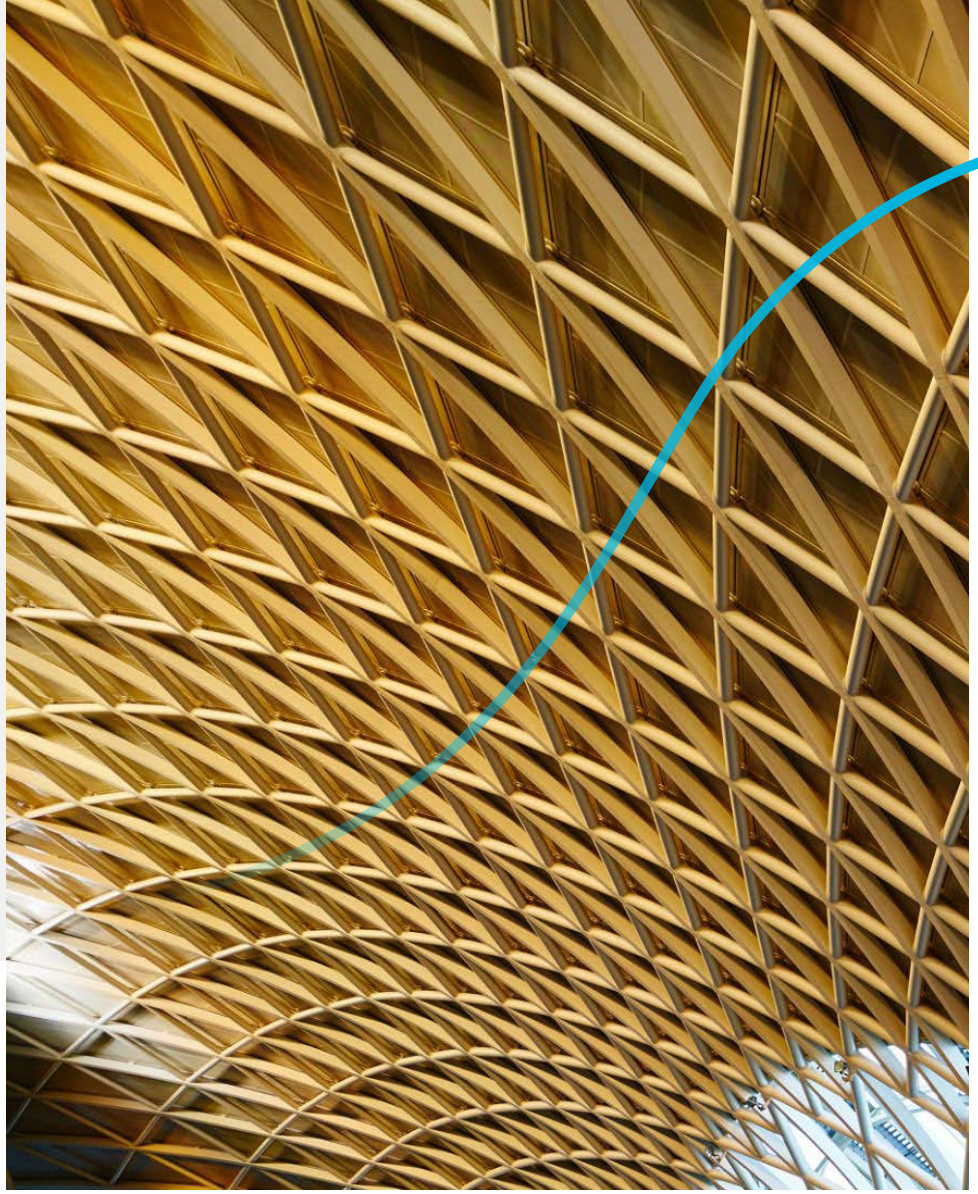
Specific use cases and priorities will vary by sector and by company, but here are some examples drawn from Capgemini's experience.

New product launch

A multinational enterprise was preparing a global launch of a new product that required significant awareness and education to encourage customer adoption.

The Connected Customer Journey Platform was used to capture all interactions with individuals and then draw actionable insights about their effectiveness. As awareness and understanding of the product's benefits evolve, this solution tracks changes about which communications channels are most effective.

This enables the company to quickly identify and capitalize on successful communications strategies and adjust in real time over the rollout of the launch plan.



New communications channel

An organization noted significant attrition of potential customers during the onboarding process for a service and wanted to address this.

The Connected Customer Journey Platform could monitor interactions with potential customers across all touchpoints as well as capture feedback on social media and other public forums – then analyze them to identify pain points and suggest remedies.

This intelligence could be used to develop a new sign-up process – such as a mobile application that enables anytime, anywhere onboarding.

New market

A company's brand that is well established in the United States was looking to expand into Europe. This required the launch plan to be customized to better resonate with customers across multiple countries and cultures.

The Connected Customer Journey Platform could enable the company's EU market leaders to expand, refine, and localize the brand's launch plan with market-specific activities and timelines.

The solution's cloud-based nature can facilitate tracking, reporting, and management of all marketing activities in real time.

This approach supports effective cross-market information sharing, decision-making, and coordination to maximize the effectiveness of marketing activities while accelerating the process of modifying those activities as the rollout progresses.

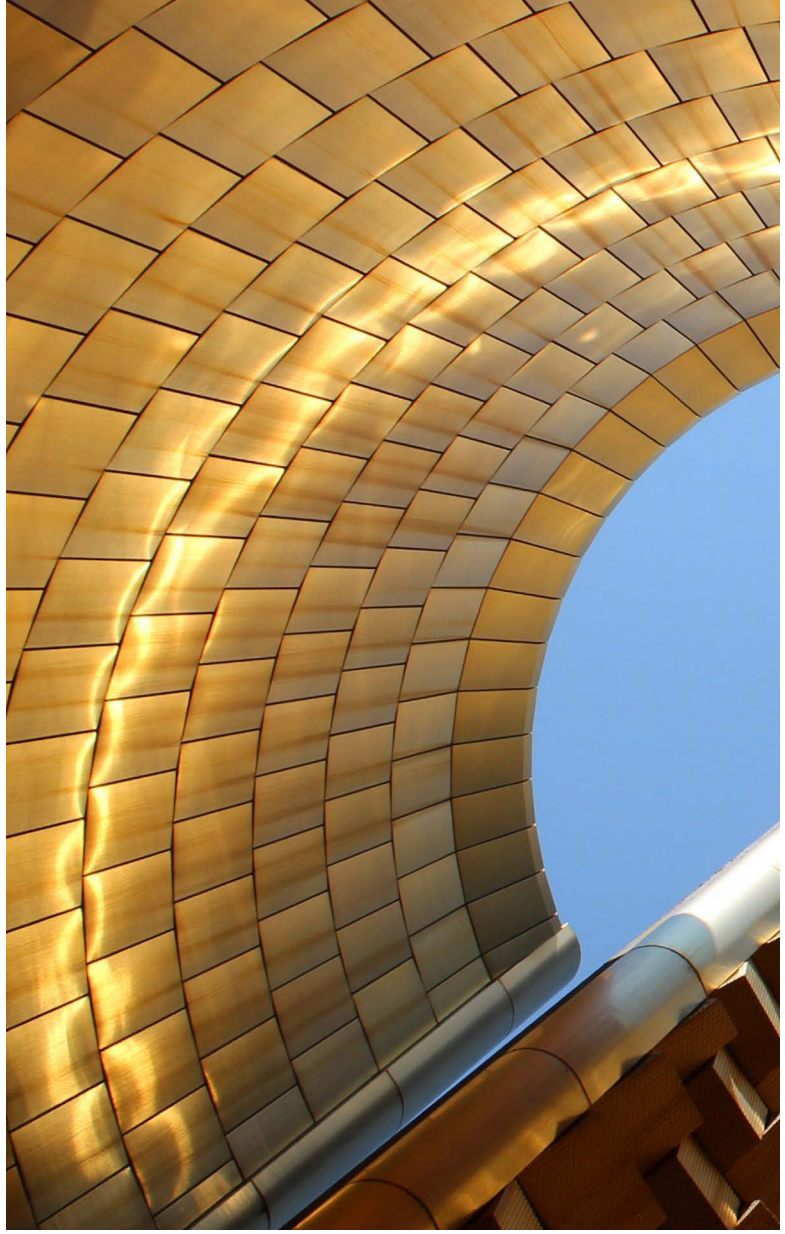
The Capgemini *advantage*

Excellent customer journeys require more than a platform. That's why Capgemini delivers solutions that combine leading-edge technologies from a global network of partners with an in-depth understanding of the sectors in which your company operates.

Our experts work to identify your company's specific customer journey pain points, then develop and deploy tailored use cases to address them. Our strategy favors a two-stage approach.

To start, Capgemini prioritizes use cases that are quick to deploy, demonstrate the value of the Connected Customer Journey Platform, and provide your technical teams and business users with first-hand experience with the solution.

With the knowledge gained from initial deployments, Capgemini then works with you to scale the solution across your enterprise, while introducing new use cases with bigger stakes and greater rewards.



Smart first *steps*

Companies ready to improve how they manage the customer journey should embrace use cases that are quick to deploy, demonstrate the value of the platform, and provide technical teams and business users with first-hand experience with the solution.

With the experience gained, enterprises will be well-positioned to scale the solution while introducing new use cases with bigger stakes and greater rewards.

Capgemini draws upon its global network of technology partners and its expertise in multiple industrial sectors to deploy the Connected Customer Journey Platform. This includes identifying and deploying use cases tailored to the needs of each client.

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To learn more and schedule a demo, please contact:

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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