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Capgemini to transform customer experience for GN Hearing worldwide

Copenhagen, Denmark, June 26, 2025 – Capgemini today announced a new agreement with GN Hearing, part of the leading Danish hearing company, GN Group, to transform its retail value chain and support the organization's comprehensive digital transformation strategy in Denmark. In this new agreement, Capgemini will implement a Salesforce global order management system (OMS) designed to streamline order processing and enhance overall customer experience across GN Hearing's 100+ markets globally.

The new global OMS will facilitate shopping, shipping, and service, and create a unified solution tailored to GN Hearing's professional hearing clinics and end customers.

Janne Scott VP Digital Transformation Program, Digital, Data & IT Function, at GN Group said, *"Capgemini is a key partner for GN in its digital transformation program. Capgemini brings in a strong team with Salesforce expertise, process know-how and advisory capabilities. This team will help us scale our own Salesforce team, maturing our ways of working, releasing processes, while refining and delivering a sophisticated multi-system solution in a complex stakeholder landscape."*

Simon Bygum, Head of MedTech at Capgemini in Denmark, said, *"As its trusted business and technology transformation partner, Capgemini has a longstanding collaboration with GN Group. This new agreement with GN Hearing underscores our ongoing commitment to enable their transformation journey. Leveraging industry-leading practices, we are proud to support GN Hearing in optimizing their global customer experience, seamlessly connecting end-users and professional hearing clinics across shopping, shipping, and service touchpoints."*

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 2024 global revenues of €22.1 billion.
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