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Capgemini recognized as a 'Leader' in Customer Experience Strategy Consulting Services by independent research firm

Paris, February 26, 2025 – Capgemini today announced that it has been ranked a 'Leader' in [The Forrester Wave™: Customer Experience Strategy Consulting Services, Q4 2024](#). According to the report, "reference customers praised Capgemini's ability to leverage its global footprint, particularly with respect to crafting culturally competent research and messaging. Multiple customers spoke of Capgemini's flexibility and custom crafting of solutions."

The report also states that Capgemini's partner ecosystem stands out in the market for its breadth across public and private organizations, including academia – which it also leverages as part of its talent acquisition strategy. The Group is also recognized for excelling in its CX metrics development, offering comprehensive, flexible training to clients' employees.

In the report, Judy Weader, Principal Analyst with Forrester, writes, "*Capgemini is a good fit for organizations looking for CX strategies that embrace future experiences driven by sustainability and technology.*"

With deep industry expertise, Capgemini works hand-in-hand with clients to transform their marketing, sales, commerce and service operations, capabilities and tech, bringing hyper-personalized human experiences to life through AI, technology and digital experience platforms. Bringing together strengths from across the Group, Capgemini delivers end-to-end business reinvention and CX transformation to help clients put their customer first while creating business value at scale.

"Capgemini is committed to delivering compelling, purpose-led customer experiences that are driven by sustainability and technology. Led by our team of talented CX experts and backed by our design, technology and business capabilities, we are focused on challenging the status quo to create customer-centric brands, products, services and campaigns that deliver lasting impact and business value for our clients," said Gagandeep Gadri, Managing Director of frog, part of Capgemini. *"We believe this recognition by Forrester further cements our strong position in the market; reinventing strategy and creating, customer-first experiences that help our clients thrive in the eco-digital era."*

As part of the report, Forrester evaluated 12 of the most significant CX strategy consulting providers according to a comprehensive 27-point criteria that is based on current offering and strategy.

Read more here: <https://reprint.forrester.com/reprints/the-forrester-wave-tm-customer-experience-strategy-consulting-services-q4-bffcf1fc>

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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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