

Capgemini and Pegasystems - Driving Unique Business Value

Connecting customer journeys with smart processes and decision automation



Understanding company challenges and goals, as well as a customers' needs and desires, will allow organizations to define the journeys customer want to take with the brand; and define how brands and their customers interact in a 1:1 personalized and proactive way.





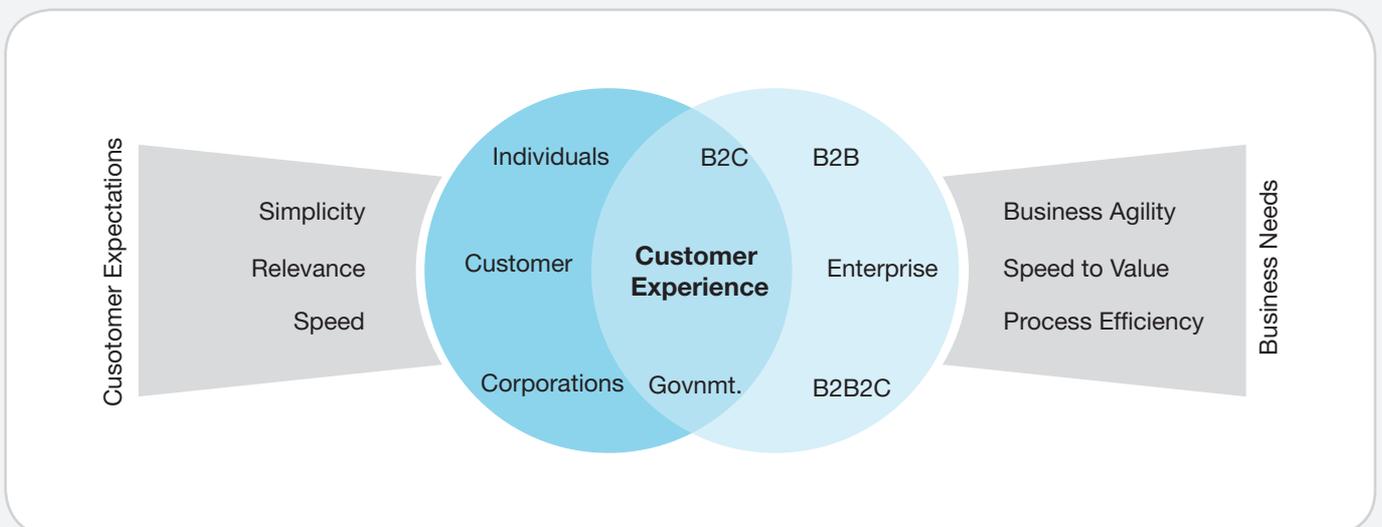
Enabling a Connected Customer Experience

What is customer experience? Capgemini defines it as the combination of perceptions, emotions and reactions that a customer has while employing different channels to interact with a company’s environment, products or employees. The actions a consumer takes as a result of this interaction can make the difference between a company’s success or failure. In fact, the re-imagining of customer journeys and the smart automation of the underlying business processes are the cornerstones of our clients’ transformation programs. This is where Capgemini’s partnership with Pega comes in. It equips our clients with the processes and automation they need to both design and enable a truly connected customer experience.

Digital proliferation is radically changing people’s behavior and customer experience expectations. The impact of this on organizations is huge – it demands a deep transformation that will impact strategy, organization, and systems enterprise wide.

Together, Capgemini and Pegasystems ensure that this impact on our joint clients is wholly positive. How? With a compelling technology platform integrated seamlessly into both customer experiential and back office technologies. Capgemini’s consulting and applications expertise helps clients quickly tap into the ‘Power of Pega’ to underpin digital transformation with smart customer relationship management (CRM) processes and automation.

Successful customer experience is also about bridging customer and business goals. For example, the customer (individual) may want simple, reliable, experiences that give them value at speed – and which they can trust. Businesses (B2B, B2C, government, etc.) may desire experiences that increase their sales, reduce the cost of a sale, improve customer/citizen satisfaction, and ensure an efficient workforce.



New User Behaviors in the Experience Era

There are many trends and innovations impacting employee experience, its design, and its enablement. The first of these is the consumer appetite for mobile, which is leading to:

- Mobile first – this goes far beyond adapting your organization for smart phones and mobility situations, to embracing all mobility devices as the primary way of interacting.
- Design thinking – this embeds user-centric design into the software development cycle as a way of co-creating and rapidly prototyping a product or service with the user.
- Employee augmentation with robotics automation - this helps eliminate or reduce human intervention in the execution of repetitive routine tasks and create capacity for revenue generating work.

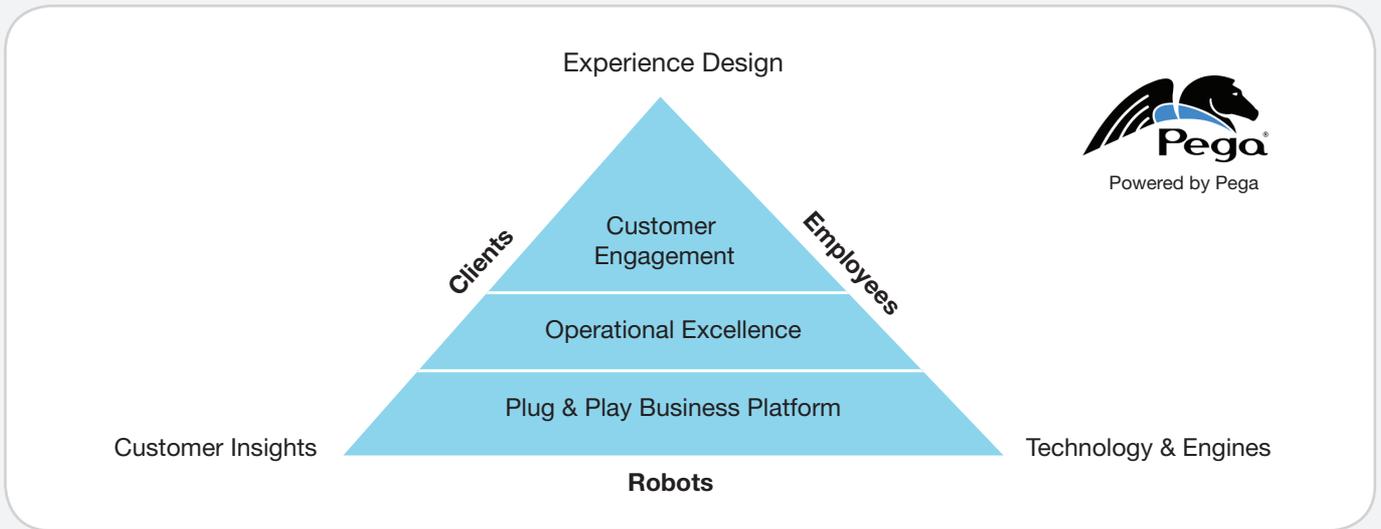
Equally, we are seeing a shift in the way experiences are consumed. As such, new enablers and trends for effortless, fluid, personalized and situational consumer experiences are becoming more prevalent:

- The move towards a more intuitive customer interface, shifting from traditional approaches to simpler, audible, sensitive and conversational technologies (think Pega Virtual Assistant).
- The Internet of Things (IoT) is connecting previously unconnected devices that are part of our daily lives, making us more omni-channel.

Another critical component of today's customer experience era is the value of turning customer data and interactions into actionable insights with analytics and deep-learning. In this particular case, Pega decision aiding engines powered by advanced analytics and deep learning gather and leverage all customer data and historic journey paths across channels and touch points. This then feeds customer management capabilities, such as marketing automation, sales force automation or customer service with situational and personalized recommendations or next-based actions, in real time.

All of the above have far-reaching implications for the digital foundations companies must employ to ensure agility and support a growing ecosystem of partners and technologies. It demands a compelling Digital Platform, such as that offered by Pegasystems: one that IT can quickly 'plug and play' with the company's existing customer-focused solutions and disparate systems, while leveraging enterprise back-end information and services.





Capgemini’s business platform built with Pega 7 supports this ‘plug and play’ requirement. It enables us to accelerate time to value as we combine innovation, design, insights and technology to provide an end-to-end approach to your deployment and run. It addresses Omni-channel Customer Engagement with Operational Excellence.

What is Pega?

Pega is all about using operational efficiency to address customer engagement issues. Pega is a digital platform with business solutions built on top.

Omni-Channel Experience
Guided Interactions
Service Case Management
Customer Service Desktop
Web and Mobile Mashup

App Development
Customer Decision Hub
Mobile
Case Management & BPM
Data & Integration
Pega Cloud Services

Campaign Management
Contextual Next-Best-Action
Paid Media and Next Best Action
Delight Customers During Their Journey
Trigger Timely & Precise Actions

CUSTOMER SERVICE
Deliver a satisfying, efficient, and accurate service experience.
[Learn more](#)

PEGA 7 PLATFORM
Only Pega offers one unified platform with everything you need to manage constant change in the digital age.
[Learn more](#)

MARKETING
Generate greater engagement and profits with customer-centric offers.
[Learn more](#)

SALES & ONBOARDING
Real-time guidance, intelligent automation and agile processes make sales easier.
[Learn more](#)



OPERATIONS
Simplify and automate to reduce costs, maintain compliance and improve agility.
[Learn more](#)

Intelligent Guided Selling
Mobile Sales Applications
Outlook Email and Calendar Access
Campaigns and Analytics
Dashboards and Reporting



Improve Operational Efficiency
Uphold Service Levels
Ensure Regulatory Compliance
Accelerate Business Change
Robotics and Process Automation

Driving Unique Business Value to the End Customers

Capgemini and Pegasystems have been partnering to deliver market-leading solutions that solve our joint clients' customer experience business issues for more than ten years. With an initial primary focus across the Financial Services industry, covering Banking, Insurance, Capital Markets and Healthcare, our long-standing partnership has since evolved to address Case Management, complex BPM and, increasingly, CRM solutions (such as Marketing and Sales Automation). Nowadays, our scope and experience has matured to address additional sectors, including Manufacturing, Hi-Tech, and Telco, among others.

Capgemini have a host of Pega sector solutions underpinned by a wide range of Capgemini Knowledge Assets, Toolkits, Accelerators and Methodologies that are proven to drive true client benefit. These solutions include:

Banking 	Insurance 	Public Services 	Life Sciences 	Manufacturing / Auto / Retail 
<p>Customer Onboarding & KYC (mainly CIB)</p> <p>Omnichannel Customer Experience and Op. Efficiency</p> <p>Retail banking anticipation and personalization with CDH</p> <p>Loan Process digitalization</p>	<p>Underwriting</p> <p>Claims Management</p>	<p>Case Management for Omni-Channel Citizens Services (CSS Offering)</p>	<p>Case Management Platform (Digicare Offering)</p> <p>Compliance.e Clinical Trial / Grants / etc..</p>	<p>Contract Management</p> <p>Warranty Management</p> <p>Supply-chain / Fulfillment order to deliver</p>

Sharing Best Practice

The value of working with a delivery partner who has 'done this before' cannot be underestimated. It enables us to bring best practice and shared learning from multiple Pega change programs, including the following:

Large **Nordics Bank** – we worked on a Digital Lending Platform transformation with Pega. The roadmap will leverage this platform enterprise wide for other business critical processes, as well as to realize enterprise synergies and efficiencies. Business Drivers

- Growth in digital services in banking and specially with credit request
- Improve operational efficiency to remove paper-based and manual tasks

Why Capgemini?

- Capgemini is a Pega Strategic Consulting Partner
- Over a decade of experience on Pega Platforms with 4500+ BPM professionals
- 1,500 Pega practitioners worldwide, including two thirds certified Pega consultants dedicated to Financial Services industry
- Joint collaboration with Pega on solution framework development
- Large repository of business process models
- Rich technological expertise supported by solution accelerators and tool kits
- Capgemini is a consistent winner of PEGA Partner Innovation and Delivery Awards.
 - 2016: Partner excellence in driving growth
 - 2015: Pega Partner of the Year Award for Sales & Business Development
 - 2014: Pega Partner Excellence Award
 - 2014: Pega Champion of Change Award
 - 2014: Pega Driving Innovation Award

- Improve agents' desktop with a reduction of applications in the credit generation
- Monitor processes in real-time and dashboard with SLA

Corporate & Investment Bank in France – our client wanted to implement a global On-boarding and Customer Management platform to enable it to improve efficiency and monitor process end to end. It will allow compliance with local regulations and provide faster time to market.

Business Drivers

- Improve Customer Service across multiple channels
- Reduce on boarding / Know Your Customer lead time
- Automate end to end process with increase of STP
- Global platform with local specification è faster time to market
- Monitor processes in real-time and dashboard with SLA

Brazil Insurance major – we helped our client balance being a customer-centric insurer with being product centric. The new digital platform will enable the business to quote/underwrite and manage a whole set of insurance product across multiple channels.

Business Drivers

- Improve Customer Service across multiple channel (same view)
- Improve claims processing
- Automate end to end process with increase of STP
- Time to market

Get in touch with Capgemini and make your Pega solution work harder to deliver a truly connected customer experience.

For more details contact:

Fernand Khouakoun
Global Pega Initiative Leader,
Global DCX Practice

Mark Taylor
Chief Experience Office,
Global DCX Practice

Stephane Girard
Chief Technology Officer,
Global DCX Practice

Sree Vadakkepat
Digital CX Ecosystem Lead ,
Group Strategic Initiatives and Partnerships



About Capgemini

With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50th Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore® its worldwide delivery model.

Learn more about us at
www.capgemini.com/dcx

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