

A woman with long brown hair, wearing a dark purple sweater, is standing in a pharmacy. She is holding two white bottles with black caps, looking down at them. The background shows shelves filled with various pharmaceutical products.

Leading consumer goods company introduces a brand-new digitized call center solution

Partnering with Capgemini, the business digitized its existing call center processes by implementing a joint Salesforce-AWS solution that represents the first solution of its kind in the market.

Overview

Client: Global consumer goods company

Region: Global

Industry: Consumer products

Client Challenge:

To improve the consumer experience and more effectively enable its representatives to quickly and effectively resolve cases, the business wanted to digitize existing call center processes.

Solution:

With the first implementation in the market of a joint Salesforce-AWS solution – known as Service Cloud Voice – the company provided its advisors with expanded consumer profiles to improve services.

Benefits:

- 15% improvement in Net Promoter Score
- Accelerated resolution of call center cases
- Greater awareness of consumer needs and interests
- Empowered company agents to engage more effectively with consumers



When it comes to supporting customers, knowledge is key. This is particularly true of call centers, where an agent's ability to support customers relies on knowing as much as possible.

A global consumer goods company saw an opportunity to better understand and serve consumers by more effectively empowering its advisors. To do so, the company recognized that it would have to perform a technology and business transformation and set out to find the right solution to fit its circumstances. The company selected Capgemini as its partner.

As they launched the project and reviewed the potential applications of the chosen solution, the partners engaged Amazon Web Services (AWS) and Salesforce, who had just announced a joint venture that merged AWS Connect and the Salesforce Service Cloud. Seeing an opportunity to implement a brand-new solution that aligned with the company's vision of digitized call channels, the consumer goods company and Capgemini offered the project as the first implementation of the Service Cloud Voice (SCV) solution.

New configurations within a four-way partnership

This represented not only the first implementation of this solution in the industry, but the very first implementation anywhere. Because of this, the four partners had to go through several configurations to support the initial concept.

They started by identifying the existing advisor journeys when receiving calls. This revealed both the employee and consumer experience, as well as the challenges that the solution needed to address. Afterwards, the partners looked into the capabilities offered by the Salesforce cloud and AWS to determine which would suit the project and its objectives. This established a blueprint for solution development as well as the planned implementation.

Specifically, the new solution would digitize the company's key telephony channel. In doing so, the solution would provide advisors with more information about the people calling in. This would come in the form of rapidly produced consumer profiles that covered previous history, buying potential, and demographic information. In this way, the advisors would have better insights into the consumers they were working to help, leading to improved support and an enhanced overall experience.

The ensuing development and testing were built upon consistent and close collaboration between the consumer goods company, Capgemini, AWS, and Salesforce, ensuring that a wide range of technical expertise and industry knowledge was applied to maximize the impact of the SCV solution.

A phased global rollout

The partners initially launched the solution as a pilot, after which they performed an initial deployment in a European country. Success in these regions then led to an expansion into 36 European countries and later implementations in North and South America followed by APAC and Africa.

As a result of the project, the consumer goods company has been able to digitize the call center process when a consumer connects with the company via telephony channels. This means that consumer contact representatives can more easily keep up with the needs of the wide variety of people who make contact looking for assistance and more information. The business' advisors in the regions where the SCV solution has been rolled out can take a more holistic view of customer engagement and resolve cases more quickly.

Rapidly following the roll out, the company saw a Net Promoter Score increase of around 15%, representing a substantial improvement to the consumer experience. Building on this achievement, the consumer goods company will expand the SCV solution to additional markets to complete a truly global rollout, representing the first implementation of its kind.



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