

Capgemini and Salesforce support Volvo Car APEC in its business transformation

Capgemini recognized in Salesforce Partner Innovation Awards

Paris, December 14, 2021 - [Capgemini](#) announced today that it has supported Volvo Car APEC in the digital transformation of its operations, through the implementation of Sales Cloud, Service Cloud, Marketing Cloud, Experience Cloud and Configure Price Quote (CPQ) software, thereby delivering a streamlined, personalized, digital customer journey.

For this innovative work, Capgemini has been named a recipient of the Salesforce Partner Innovation Award in the category of Industry - Automotive, showcasing leadership within the Salesforce ecosystem. This collaboration with Capgemini and Salesforce has enabled Volvo Car to drive efficiency and standardization across its business processes, improve sales conversion, enhance performance with real-time analytics and insights, and deliver additional business value across the region.

"In the past three years, Salesforce has been a powerful tool for us, empowering our people throughout our business transformation," said Keith Schäfer, Head of Operations at Volvo Car APEC, the Asia Pacific region outside of China. *"Salesforce provides speed and efficiency in implementation, as well as adding value to our markets and our dealer partners. Our work with Capgemini and Salesforce has been crucial in supporting us to streamline our customer journey, whilst concurrently providing a sound platform enabling our regional team and our retail partners to collaborate effectively. Capgemini has been a valuable partner."*

Keith further added, *"A key enabler for Volvo Car Asia-Pacific's growth plan is to build an efficient digital consumer journey, driven by data and customer centricity. Our focus on creating a strong commercial ecosystem, powered by Salesforce, will support our passion to better understand the needs of our customers and enrich our customers' digital experience."*

"By leveraging our solution based on Salesforce, Capgemini is supporting Volvo Car in the Asia-Pacific region to establish a link between the online and offline customer journey and providing a truly personalized experience for both our client and their customers across every touchpoint. I'm extremely proud of our team for supporting the innovation of Volvo Car in Asia-Pacific," said John Sparrefors, Director and Account Executive for Volvo Car Asia-Pacific at Capgemini.

"Salesforce Partner Innovation Award winners such as Capgemini work relentlessly to enable their customers' success," said Tyler Prince, Executive Vice President, Alliances & Channels, Salesforce. *"Capgemini's initiative and ability to deliver results illustrates how Salesforce partners are integral to creating value and enabling digital transformation in our new work-from-anywhere world."*

Salesforce partners such as Capgemini are part of the growing Salesforce economy, which according to a [new study by IDC*](#), is projected to produce more than 9 million new jobs and \$1.6 trillion in new business



revenue by 2026. The study finds that Salesforce is driving massive gains for its partner ecosystem, which will see \$6.19 in gains for every \$1 Salesforce makes by 2026.

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*IDC White Paper, sponsored by Salesforce, "The Salesforce Economic Impact," doc #US48214821, September 20, 2021

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 300,000 team members in nearly 50 countries. With its strong 50-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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