# Capgemini

# Augmented Service

## Customers expect a better service experience with every interaction

Customers expect brands to deliver an enhanced and differentiated customer experience across all touchpoints. They want a better service experience – one that is personalized, fast, effortless and consistent. At the same time, an explosion of customer interactions (in number, nature, and complexity) on a growing number of channels makes it challenging for organizations to deliver competitive customer service. They need to reduce costs and increase profitability while handling an increasing flow of customer service requests. All of this is putting customer service teams under tremendous pressure to improve operational efficiency and manage budget compliance.

## Capgemini Augmented Service

We provide a scalable, end-to-end approach to reinvent your Customer Service. We help you:

- Define your customer service strategy to shift from a cost center to a proactive and result-oriented function that generates business value.
- Adjust your organization and make your culture evolve towards customer care with a workforce equipped with efficient and augmented tools.
- Support with executing customer service operations, monitoring performance, and adopting a continuous improvement approach to maximize value.

# Service offerings for Augmented Service

## Strategy & Planning

### Experience strategy

- **Assessment** of **Customer Service performance, maturity** and **organization** of Service teams
- Service **omnichannel strategy** and planning
- **Voice of Customer/Advocacy** strategy
- **B-Case** set-up, KPI definition and measurement
- **Technology platform**(s) **selection** in context

### Experience design

- **Service Journey/Processes design** for end-to-end case management for services and customers
- Areas of focus: **Contact Centers** and Service Agent **Workplace, Self Service, Field Service, Customer 360 degree view, Knowledge Management,** connection with **Business Operations**

## Enablement

### User interface development

- **Customer and Agent UI technical design,** build, integration, testing and deployment: service team workplaces (contact center, field) and customer touch points (web, mobile, conversational, communities)

### Technology solution

- **Service platform architecture** build, integration, testing and technical deployment
- **From Projects to Product:** Product Management, Design Authority, Dev to Ops, Agile (@Scale)

### Organization and change

- **Set-up and delivery** of the required Service transformation: organization, processes and adoption

## Execution

### Operate solutions and process

- **Contact Center as a Service** for all major service solution providers (Odigo, CIS…)

### Performance measurement

- **Measurement** of Service teams efficiency and performance

## Connecting With Data

### AI for CX

- **Infuse AI in Service:** by designing, implementing and deploying AI use cases that both activate standard features from CX technology platforms and custom models / extensions: Anti churn recommendations, Knowledge for customer service, Field Service Augmentation

### Customer Data Hub

- **Activate** unified and trusted customer data and insights for personalizing customer experience, augmenting agents and improving operations efficiency: design, implement and deploy related "data products" that support relevant, contextual and individual interactions, automation and decision aiding for agents and operations, measurement for monitoring and optimization (such as customer / agent match)

## Our Value Proposition: We place customer service at the heart of your CX strategy

Servicing customers effectively and efficiently builds loyalty and unlocks opportunities to cross and upsell. Customer service teams are best placed to become the foundation of an organization's customer centricity and advocacy plan and transform the function into a new sales channel. We help you define an organizational strategy that positions customer service as a key lever for your business growth.

We enable you to manage the complexity of omnichannel customer service needs by routing high-volume customer service demands towards digital channels and self-care services while managing complex and high-value customer interactions through augmented agents. We help you embrace automation and upskill your agents to handle complex work environment. We empower you with real-time reporting and efficient communication, thereby optimizing service operations and adopting an end-to-end customer service journey.

## Our Partner Ecosystem

We leverage our global footprint, strong experience and deep cross-sector expertise to support you all along your customer service programs. We have partnership with global vendors and offer platform solutions dedicated to customer service including conversational intelligence, suggestion engine, cognitive RPA and smart call tracking, to name a few.

## About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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## People matter, results count.