

Customer Interaction Service

Enhance your customer experience and reduce cost



At every customer interaction with a company, there is at least one moment of truth — an interaction that can disproportionately positively or negatively affect the overall customer experience.

Gartner Inc.

“Gartner’s Seven Types of Customer Experience Projects,” Ed Thompson, Published: May 2015, Foundational; Refreshed: September 2016

The changing face of customer interaction

The way in which companies deliver customer service is changing. Gone are the days of face-to-face customer interaction during normal opening hours. Instead, the rise of web, mobile, social media and the Internet of Things (IoT) means customers expect always-on, omnichannel interaction, on demand – and if they don’t get it, they are more than happy to let the world know in a matter of seconds.

The challenge of this changing face of customer interaction has made it increasingly difficult for companies to deliver the levels of service their customers expect – especially when a heightened competitive landscape makes cost reduction, flexibility, time to market and efficiency imperative.

How customers interact with Customer Service*

In the past 12 months, US online adults used:

Phone – 67%

Website help/FAQS – 64%

Email – 60%

Chat – 46%

SMS – 35%

Twitter – 32%

**Forrester Research Inc.*

Choose The Right Customer Service Solution For Your Business, August 4, 2016 And Travel Customer Life Cycle Survey, Q1 2016 (US)

Analyze, position and improve your clients' omnichannel interactions

Your company can benefit from a software-as-a-service (SaaS) solution that enables your customer experience and customer service managers to analyze your clients' omnichannel interactions, position them on the market and offer concrete actions to improve their performance.

Our Customer Interaction Service offering provides Marketing, Customer Relationship and Customer Experience directors as well as Chief Information Officers with a targeted action plan and estimated gains to act on three key transformation drivers:

- Revenue growth
- Reduction in the operating cost of customer service
- Enhanced customer satisfaction.

By bringing together the power of our strategy and transformation consulting, design and hosting of front-office solutions and IT systems integration, Customer Interaction Service helps you to cost-effectively and seamlessly interact with your customers across a variety of channels.

A six-week plan that delivers results

Customer Interaction Service delivers results in just six weeks, providing your company with:

- Diagnosis of your customer interaction performance and an evaluation of their maturity level on the market through a benchmark of the interaction data of more than 200 companies in all industry sectors.
- KPIs and data analytics that highlight the strengths and weaknesses of your customer service.
- An innovative interface that enables visualization of your reports and user-friendly navigation of the action plan and estimated gains.

The six-week assessment is conducted in four phases designed to bring you the most comprehensive results and targeted action plan:

- **Collect** – data collection, integration and assessment enable you to visualize your maturity level based on qualitative information.
- **Explore** – data analytics and visualization enable you to scrutinize detailed reports and a dynamic user-friendly interface to obtain a fresh perspective of your customer service.
- **Compare** – maturity assessments and insights enable you to compare your company against industry benchmark data.
- **Decide** – a list of targeted recommendations with estimated gains and a customizable action plan.

The performance assessment component of Customer Interaction Service is based on a specific analysis framework of five exhaustive dimensions – or levers – of customer service.



What happens after the assessment?

The assessment is designed to identify shortcomings in your customer interaction process and opportunities to provide enhanced service at lower cost, and any subsequent actions very much depend on its findings.

Customer Interaction Service resolves most issues identified by the assessment to:

- Build a more direct and digital customer experience model.
- Avoid multichannel reiteration.
- Define a new omnichannel and self-care model.
- Improve your claimants' satisfaction.
- Improve the efficiency of your phone interactions.
- Redesign your entire customer experience.

Why Capgemini?

Long before we developed Customer Interaction Service, Capgemini worked with our clients to assess and improve their customer service. We have a proud history of helping clients across many industry sectors, including automotive, banking, public sector, utilities, insurance, retail and telecom. The combined power of our consulting, business process and Prosodie organizations is based on expertise, world-beating intellectual property and a renowned reputation for collaboration.



Across the board, the top priority for businesses is improving the customer experience. For business and technology leaders, the most important initiative taken to reach this goal is to improve the online customer experience. This means the race for digital excellence is on.

Forrester Research Inc,

Arm Your Digital Business With Competitive Intelligence, Nasry Angel, April 2016

Boosting engagement with France's job-seekers

Pôle emploi (Employment center) is a French government agency with responsibility for employment in France. The organization was created in 2008 following the merger of national and regional agencies.

The organization committed to a comprehensive review of its customer relation strategy, starting with a thorough analysis of its current multichannel management.

A thorough assessment

Pôle emploi selected Capgemini's Customer Interaction Service as the most appropriate service to undertake an assessment that focussed on:

- The development of an understanding of the customer journey across channels and touchpoints.
- The comparative performance of the +900 Pôle emploi local agencies.
- The identification of the key drivers of customer satisfaction

Improved engagement, happier clients

Using the outputs from the assessment enabled Pôle emploi to implement Odigo to handle interactions between its agents and its clients – those seeking employment in France. These quality and level of these interactions have been significantly improved through the deployment of omnichannel access to appropriate information, including conventional channels such as telephone but also email, online chat and videoconferencing.



pôle emploi

Our Customer Interaction Service can:


- Increase customer satisfaction by more than 10%.
- Increase revenue by more than 5%.
- Reduce cost to serve by more than 20%.

Scan here to find out more about Capgemini's Customer Interaction Service offering



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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 global 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.

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