

Digital Customer Experience and Mobile Solutions Reference Book

Digital is changing the DNA of enterprises ... rely on proven masters!



Digital. Two steps ahead

People matter, results count.



Introduction

Today, customers are increasingly demanding more personalized and relevant content, seamlessly delivered across every conceivable channel with faster, instantaneous responses in new and innovative ways. This presents amazing opportunities for companies to bind customers through all these channels with tailored services. Capgemini does not believe this is limited to the Internet, social media, and the mobile channel. Nor is it just about a few modern front-end apps and tools. It is about intelligently using digital to integrate the business critical processes seamlessly, from start to finish, in a controlled way.

Here are a few examples of how we have been empowering businesses to intelligently use digital to transform their future business model into one which embeds customer experience at the heart of it, while being highly efficient and profitable.

We hope these stories will help you see the power of digital and how it can make you stay **“Two steps ahead.”**



Customer Management

AIRFRANCE KLM Helping AIR FRANCE KLM Soar Higher

AIR FRANCE KLM, the largest aviation group in Europe, values customer service and is constantly seeking ways to improve their customer experience, and delivering a higher level of service. Till October 2015, all their sales processes and tools were outdated and varied from country to country, fragmenting the sales organization. This impeded a clear customer view, good coordination, and cooperation among countries for international corporate customers. They were looking at harmonization and implementing a worldwide Salesforce solution.

Capgemini's Digital Customer Experience team developed a new global sales solution for them, on the basis of leading CRM provider Salesforce. This would offer a 360 degree customer view. The entire sales process was completely redesigned and embedded in Salesforce in a period of 32 weeks. We guided them through the agile development process, using validations, user stories, and business harmonization processes.

The removal of the sales organization silos resulted in the harmonization of tools and processes worldwide. This solution provided account managers with round the clock access to customer data as well as time savings of 30%. This is now being used to improve customer satisfaction in other respects. The new Salesforce solution enabled transparency in sales processes, time savings, and being better prepared and informed in customer meetings.

DIY retailer

Boosting Customer Experience for Leading European DIY Retailer through Point-of-Sale Upgrade

A leading **European DIY retailer's** outdated point-of-sale (PoS) was hampering their customer purchasing experience and inhibiting the company's ability to keep up with the shifting retail expectations of connected consumers. They needed a flexible and scalable system to keep up with a rapidly changing retail market. Getting a centralized management in place was also an important need.

Capgemini's retail technology alliance with Intel helped introduce the retailer to an SME producing innovative PoS solution. Marketing and technology experts from Capgemini and Intel worked together, at the Capgemini Retail Innovation Center in France, by combining centralized, multi-channel communications with in-depth analytics to create a personalized experience. This provided the retailer with a single view of the customer and a system that was very flexible and scalable.

The new PoS system has enabled the retailer to provide its customers with a seamless customer experience, aligning it with modern consumer expectations. This resulted in significant cost savings with reduced downtime. The central management of devices has also enabled the retailer to reduce overall energy consumption and lower its carbon footprint.

Telco

Enhancing the Digital Presence for a Leading Telco

A leading **Telco**, already successful in the digital content space, wanted to enhance its digital presence, grow its user base, and increase digital revenues. For this, they needed to uncover insights and patterns of current and future media consumption habits, with consumer preferences.

Capgemini's hands-on expertise in digital, and knowledge of the Telco's work culture, worked to efficiently tap into digital opportunities for them. Our experts in digital media, user experience, information architecture, eCommerce, and strategic consumer research along with sector experts used a blend of assessment techniques to gain insights into customer assumptions, observe customer behavior, and evaluate customer experience. We provided recommendations to improve their online customer experience, brand definition, product design, and digital channels' go to market strategy.

Our research and analysis enabled the organization to prioritize future digital content opportunities and put in place a strategy to tailor services for its existing and prospective customers. Further this helped the Telco meet key target metrics of expanding their user base, increasing traffic to their digital content, and improve their top-line.



Re-energizing Stedin's Customer-centricity

When [Stedin](#) wanted to switch to putting their customers first, they only had a website to offer to their customers as an online channel. They were looking to transform their website to an interactive platform that was more connected to their customers and geared for improved customer interaction. Simply put, they were looking for a new digital vision for the company, with a prominent place for online as the primary channel for customer service.

To design and realize this vision, Capgemini started collaborating with Stedin. The first step towards this new vision comprised in helping them develop a user-friendly and informative website, for their customers; a successful, hands-on project that was realized within a short time-frame.

Today, the digital platform not only enables Stedin's customers to obtain clear answers to the frequently asked questions, but also understand how the energy market works. The distinct illustrations, straightforward design, and customer-friendly language make the website easy to navigate, access, and use. Customers are also able to handle business online using digital forms. With the launch of this new online service channel for customers, Stedin has succeeded in boosting customer satisfaction, and sustainably reinforcing its relationship with online customers.



Creating Tour de France's Official Website

In 2013, the municipality of Utrecht approached Capgemini with the request to construct a responsive website for [Grand Départ of the Tour de France](#), scheduled to take place in Utrecht on July 4-5, 2015. The website would provide information about the event such as the route, lodging accommodations, 150+ events that will take place before the Grand Départ, recruitment of 2500 volunteers (Tourmakers in Dutch), and booking various hospitality packages.

In collaboration with the municipality of Utrecht, Capgemini's team of User Experience experts and web designers used the Rapid Design approach to develop the website under pressing time constraints. The second phase of the project involved converting the website to a more dynamic, social, and responsive website that the municipality could manage flexibly. The site was launched in July, 2014.

Though the first quarter of 2015 saw only about 1000 page views per day, a steady increase is expected closer to the event. Load tests are also frequently carried out to effectively deal with the expected spike in web traffic.



Partnering the Swedish Tax Company on its Digital Transformation Journey

The [Swedish Tax Agency \(Skatteverket\)](#) wanted to transform its existing digital processes and realize savings. This called for significant business process improvements in their income tax management area.

Capgemini established a comprehensive three-year implementation plan, carried out in collaboration with the Tax Agency's business and IT teams. This led to the Taxation in New Application (TINA) program being restarted in early 2011. The Agile methodology used in the project enabled continuous planning, transparency, and improvement, making it easier to respond to shifting demands and keeping the program on track.

From April 2014, all income tax returns (8.4 million per year) in Sweden have been processed in TINA for citizens, companies, and non-profit associations. The TINA program resulted in 90% of the 8.4 million income tax returns being processed and approved automatically. The digitization enabled employees to assist more citizens at a faster rate, while greatly reducing the level of tax errors.



Enabling Mobile Transformation at CAIXA

[CAIXA](#), Brazil's third largest bank, was seeking ways to enhance services for its widespread and diverse customer base. They wanted to provide a majority of their functionalities and services through the mobile channel. This would help them ascend to the next level of innovation in customer service capabilities.

Capgemini set up CAIXA's Mobile Program Office. Leveraging our Enterprise Mobility Orchestrator and our expertise in the financial services market, we helped them execute this strategic initiative through a comprehensive mobile transformation program that integrated strategy with the app ideation and development lifecycle, through to deployment and maintenance.

With this mobile transformation, CAIXA has gained a differentiated strategy in the Brazilian market. They expect the program to fetch substantial incremental business and position them as leaders in the Brazilian mobility and financial markets. For this outstanding contribution to CAIXA, we were recently chosen as the finalist for the IBM Beacon Award in the Outstanding Mobile Enterprise Solution category.





Keeping Oslo's Youngest Pedestrians Safe with Mobile App

To ensure safer roads for its youngest beneficiaries, the city of [Oslo's Department of Environmental Affairs and Transportation](#), with The Institute of Transport Economics, were looking to get actionable insights into their navigation experience. They needed to obtain reliable data from a significantly large percentage of school-going children.

Capgemini created a mobile application that could crowd-source information from children. Leveraging its Rapid Prototyping Methodology, Capgemini delivered an iOS prototype of the application, which focused on functional simplicity in user-experience.

This application not only exceeded the Department's expectation, but was also a hit with its target audience. As a follow up, more than 43,000 primary school students will use this app to provide road safety related information.



Helping Philips Healthcare Achieve an "Always On" Dialogue with Their Customers

Annually, [Philips Healthcare](#) organizes over 60 events for medical professionals. Philips wanted to improve the engagement with these medical professionals before, during and after events, in a personal way so as to enhance the quality, and number of marketing leads generated.

Capgemini collaborated with Philips in implementing the Marketing Automation solution. Using this, Capgemini helped Philips in sending the right message to the right customer at the right time, via the right channel: leveraging digital profiles, nurturing customers by sending relevant campaigns, and prioritizing leads based on personal interest and behavior.

Upon implementation, there was a significant spike in the conversion rate: the conversion rate from "visits of the event webpage" to "register for more information" was 44%. The information emails after the event resulted in an open rate of 48% and a click-through-rate of 16.3%, much higher than the benchmarks of these rates in the healthcare industry of 16% and 3% * respectively.

**Source: Mailchimp, Eloqua, Marketo, Mailermailer, sign-up.to*



Accelerating Change in Customer Experience

An international [telecom organization](#) was facing the challenge of sustainably differentiating from its direct competition, and positioning against mobile device manufacturers and over-the-top (OTT) service providers. They were looking for a seamless cross-channel customer experience in sales and service that would enable them to respond to changing customer behavior.

Capgemini collaborated with the client to drive and implement the customer journey design, the program governance and management, and the definition and deployment of a new KPI dashboard for Customer Experience.

This resulted in impressive improvements in customer feedback and Net promoter score values. The introduction of many new channels has enabled the company to provide its customers a seamless customer experience with greater efficiency.



Speeding Up the Launch of a Customer Loyalty and Relationship Management Channel

In order to maintain their leading market position in the Dutch retail market, [Kruidvat](#), part of the A.S. Watson Benelux, faced two challenges:

- Increasing price pressures
- More demanding customers

To battle this, Kruidvat decided to set up a customer loyalty and relationship management channel: "Jouw extravoordelkaart." However, launching this became a big headache as they needed someone who had proven experience in CRM, consumer loyalty cards, as well as integrated governance and operations across various departments.

Capgemini helped Kruidvat accelerate the program set-up and management, support the process technical set-up, and in partner selection. We also supported Kruidvat in the internal development process of their various departments. This resulted in a successful and on-time launch of the channel. The number of customer loyalty cards obtained and used exceeded the best case scenario.



DIY retailer

Helping a Retailer to Make Annual Cost Savings worth Millions of Euros

A leading European “Do-It-Yourself” (DIY) specialty retailer wanted to better target its communications to its audience, to identify connections between promotions and sales. For this, the retailer needed to improve its ability to process and analyze point of sale (POS) data at its stores.

With our team of IT and retail domain experts, we collaborated with Intel to help the retailer build an ecosystem of technologies that would enable effective capturing, and processing of sales data. We also helped to develop and deliver effective promotional campaigns. The retailer’s marketing team can now view the buying trends identified in the POS data, and leverage it to develop more effective campaigns, and support end-to-end marketing campaign management. The new solution has a lower Total Cost of Ownership (TCO), and the retailer has reported a substantial increase in performance. With faster access into deeper insights, the company can now make more informed decisions about its marketing strategies. Most importantly, the retailer estimates that this will result in savings worth millions of Euros per year.

Going forward, the retailer is evaluating options to further use Capgemini’s services for providing more relevant and personalized recommendations to their in-store customers.



Future-ready Energy Grid

Enexis saw that a future ready Grid would require future ready technology. We helped them digitally enable their employees to connect better with their customers. We guided them to a new platform that would allow easy and fast application development and deployment.

The Capgemini team developed an iPad app deployed to the meter reading personnel that connects seamlessly to the SAP back-end for planning, accessing customer information, and retrieving meter data. The easy management and deployment enabled a step change in service for Enexis customers.



Increasing the Reach of the ING Mobile Banking App

ING’s mobile banking app has been available for Apple, Android, and Blackberry users for some time. But Microsoft Windows Phone users couldn’t use it. It was only a matter of time before ING’s user base demanded that changed. When the Windows 8 platform was released, the need became critical.

In collaboration with ING and Microsoft, Capgemini created a new multiple platform architecture that made ING’s mobile applications available for Windows users. A unique aspect of the collaboration was streamlining the process to create a completely new set of applications on a completely new platform (Windows Phone and Windows 8).



Creating a Future-Proof System for Holland’s Leading Consumer Loyalty Program

Loyalty Management Netherlands (LMN) has been running its Air Miles consumer loyalty program since 1994. Recently, they wanted a faster, more flexible, and cost-effective solution, to help achieve its strategic objectives of increasing membership and expanding activity among current members.

Capgemini implemented a new SAP-based landscape to increase speed of transaction, and improve flexibility and cost effectiveness. The project involved replacing the company’s entire technology landscape - software and hardware - including the migration of one billion transactions and the customer database, as well as the implementation of partner connectivity, CRM system, reporting applications, Air Miles website, and all interfaces.

The new and future-proof system enables LMN to speed up customer transactions, which are now completed in less than one second, and provides a more flexible user-friendly website. The new solution also enables LMN to run a greater number of personalized campaigns.



Leading international retailer

Opening New Doors to Customer Insights for an International Retailer

A customer-focused [large retailer](#), having stores in the Netherlands, Belgium, Luxembourg, France, and Germany, was struggling to measure performance of digital signage boards with respect to customer engagement, and compare effectiveness against more traditional signage tools. Capgemini, along with Intel, helped them to integrate the Intel® Audience Impression Metrics Suite (Intel® AIM Suite) into their existing environment.

This helped the retailers to determine audience demographics and get additional insights about potential and actual audiences for visual messaging and merchandizing. They were able to leverage this data to delve into behavioural trends of in-store customers and identify several opportunities to enhance its business.



Simplifying Order Management and Enhancing Agent-Customer Interaction

[SaskTel](#), a regional Canadian telecom operator, had a complex Customer Relationship Management (CRM) architecture where its order management agents could not leverage existing systems to garner sales efficiently. This hampered the introduction of new products, pricing plans, and promotional services, affecting time-to-market strategies.

We stepped in to implement a refined CRM architecture in a phased, multi-year project to consolidate customer account views across SaskTel's various business lines.

Capgemini's efforts have enabled SaskTel to effectively leverage one comprehensive sales process for all lines of business. It now enjoys a simplified order management and an enhanced agent-customer interaction. Moreover, our involvement ensured lower maintenance costs, and made it possible to introduce new products, services, and promotions at a faster pace.



European retailer

Providing the 'Wow Factor' to Retail Customers at POS

A [retailer](#), with stores in the Netherlands, Belgium, Luxembourg, France, and Germany wanted to replace its point-of-sale (POS) systems with newer, lower-cost hardware, and smarter software that would support retail promotions. But, they needed help in assessing the business and technology challenges associated with this.

Together with Intel, we deployed a new POS system. This offers greater functionality, making it easier for the retailer to target customers with a wider range of promotions on regular and new purchases. The retailer can now realize its strategic ambitions to "surprise" customers with relevant offers at the point of purchase. Furthermore, streamlining the IT support has helped the retailer to save thousands of Euros.



Launching Boulanger's First Customer Service iPhone Application

[Boulangier](#), a multimedia and electronics retailer, wanted new mobile solutions that would help them offer superior functionality and service to their customers.

The Capgemini Innovation Factory team worked closely with Boulanger to design and build a new iPhone multi-functional application. The outcome was a new multi-channel platform. The application enabled seamless integration to the overall information system and helped Boulanger's IT to go fully mobile.

In the first six weeks after its launch, the application was downloaded more than 20,000 times, with around 1,500 downloads per day. It quickly reached "top 25" status for all iPhone applications in its category. This iPhone app has enhanced Boulanger's reputation as a leading player in the emerging mobility channel market. The teams continue to work on additional refinements, offering new and innovative services to their customers.

Commerce Management



EU specialty retailer

Implementing the First Ever Online Shopping App In France, Powered By Windows 8

A leading [European specialty retailer](#) decided to better engage with its customers by creating a mobile application that lists products, offers, and discounts across its stores. To do so, there was a need to integrate between the physical and digital touch points.

A specialized team of Capgemini Mobile Solutions experts collaborated with the retailer to design and implement connected kiosks based on Windows 8, for the first time in France. The connected kiosks are complemented by a marketplace Windows 8 app.

The application gives shoppers access to over 10 million product references, and bolsters a consistent “All-Channel Experience.” The app was downloaded more than 10,000 times in a short span of three weeks, after it was hosted on the Windows store.

Community Management



Facilitating “100% Digital” for the OCW

[The Dutch Ministry of Education, Culture and Science](#) (OCW) have a goal of being totally digitized by 2017, with its program, “100% Digital”. The aim was to use electronic documents and maintain workflows in an efficient manner to enable employees to effectively use time and be location independent. Moreover, with two different systems in play, each with its own navigation and interface, using it was tricky. The acceptance among end users was also low.

Capgemini collaborated with the client to build this interface, and additionally developed the “approval app”. We integrated the two existing systems into a single one with a clear and user friendly intuitive interface (DigiS@m). The realization of this new DigiS@m took place in close cooperation with the product owner, functional designers, developers, and a critical and decisive user. Predefined personas were set up to get a clear picture of the needs and way of working of the various types of end-users. Additionally, the degree of diversity among end users was closely looked at, in order to serve all user groups.

By mid June 2015, the new digital highway (portal) was officially released. This has made the Ministry’s work environment more flexible, while greatly enhancing the review processes. It also pays for itself through lower training and implementation costs, and reduced paper consumption within the Ministry. The approval app now allows managers, within the Ministry, to understand their workload and associated tasks and to assess and approve of relevant documents. This single user-friendly solution has helped the Ministry in making great strides towards serving citizens and businesses digitally.



Taking Crime Fighting to a New Level for Dutch Police

The new website of the [Dutch National Police](#) Force was successful in increasing the interaction between citizens and the police. But they wanted more. They were looking to communicate and interact with citizens in a consistent, low-threshold way using multiple channels.

In collaboration with the Dutch police, Capgemini developed a “second screen” for the Opsporing Verzocht program, a popular Dutch crime-show. This “second screen” hosted information and photos about various crimes, presented during a show, and enabled direct communication between the public and the police. Citizens could pass on tips as well as view the status of police cases from previous episodes in this screen. Capgemini supported the police with advice, development, and realization in various areas.

In use from November 11, 2014, this second screen has seen immense success. After just three broadcasts, it has already drawn 40,000 visitors, who have provided 238 additional tips to the police.



Helping Trigger Innovation at EDF Energy Through Gamification

[EDF Energy](#), the UK’s largest producer of low-carbon energy, needed an effective mechanism for sharing ideas or knowledge transfer amongst their user communities’ in geographically diverse locations. They recognized that unlocking the insight and knowledge within user communities was crucial to drive business performance.

Capgemini worked with EDF Energy to introduce gamification techniques that would help identify and develop innovative concepts that would be critical in saving money or improving organizational performance. The techniques were designed to not only connect and engage the employees, but also draw out a range of diverse ideas, all in an atmosphere of competition. Using a points system, the best contributors’ teams and concepts were recognized and rewarded. The best ideas were then implemented into Mobile Applications.

As a result of the successful gamification pilot, the Mobile Apps that the community started creating became more impactful and relevant and there was a significant change in employee behaviour: 117 ideas were produced, and 97% of the respondents felt that gamification had improved collaboration and knowledge sharing. The top five ideas generated through this approach will be presented to a senior panel consisting of the CIO, and the IT and Business Functional Directors.



Exploring Digital Platforms with CHEP

To help [CHEP](#) and its customers accurately calculate fee payments, it was critical to track and monitor the movement of their assets. Their existing online tracking tool was cumbersome and didn’t provide real time asset tracking. This affected efficiency and revenue opportunities.

CHEP decided to explore asset management strategies to create a user-friendly mobile application.

Capgemini built the pilot for this mobile app for CHEP, end-to-end using Software AG mobile suite, which offers a cross-platform development environment. It also provided an online Mobile Device Management solution, Appfresh, which was used for device management and application deployment. This mobile application, built for iOS and Android platforms, worked in an offline-online manner.

This pilot version of the app has given CHEP greater visibility and insight into asset transactions, in real-time. This has enabled them to make more informed decisions and sustain customer loyalty, while amplifying their revenue opportunities.



Reducing Transaction Time for PostNord

[PostNord](#), the leading supplier of communications and logistics solutions, needed to process parcels faster, reduce queues, and acquire greater flexibility and mobility in handling massive seasonal volumes.

Capgemini suggested a mobile solution that would free up physical desk space and allow multiple transactions in real-time. Leveraging the Scrum methodology, they developed a mobile application based on a Windows Mobile 6.5 operating system and consisted of a rugged handheld device, the Motorola MC65.

This mobile app is currently being used by approximately 200 partner outlets in and around Sweden with impressive survey results. With this mobile solution each interaction is about 10 seconds faster. Given the large number of interactions anticipated during peak seasons, this time saving literally translates into substantial profit margins.

Going forward, Capgemini has developed new functionalities that will be incorporated in the application.



Helping HEMA Forge Stronger Connections With their Employees

To considerably improve its employee communications, [HEMA](#) was looking to move from a quarterly employee magazine to a dynamic and user-friendly portal. They were looking for a digital platform where information about HEMA for current, retired employees, and temporary staff could be accessed from any device. The portal would also provide access to personal HR information such as employee addresses, pay slips, online schedule and even vacation overviews.

HEMA was looking for a service provider with proven expertise in user experience and mobile development. Capgemini collaborated with them in building a unique three-layer concept that combines robustness, user-friendliness, and security. Called “HEMA for me,” this new portal enables employees to access HEMA anywhere, at any time, and on any conceivable device, and is suitable for large groups of users.

The portal went live in April 2014. Currently more than 70% of the employees visit the portal on a weekly basis. Further portal enhancements are planned in the form of adding social media capabilities to strengthen internal communications.



Helping NFI to Build a New Digital Dossier and a Customer Portal

In order to keep pace with the rapidly changing demand patterns within the organization, and to respond to dynamic business needs, the [Dutch Forensic Investigations Institute \(NFI\)](#) decided to replace its existing application landscape. The alternative they chose comprised a Digital Dossier: an inter-linked and flexible, best-of-breed Open Source solution for each of its domain; along with a new customer portal.

We supported NFI in their goals. Along with our technical expertise in Open Source, our Scrum methodology provided them with the much needed flexibility and agility. Our niche expertise in User Experience in building the portal resulted in significant increase of customer interactions on the online portal.



Helping the Welsh Government to make efficiency savings of more than £200,000 per annum

The Welsh Government’s [Welsh European Funding Office \(WEFO\)](#) wanted to ensure that applications for funds were handled quickly, efficiently, and with minimum interference.

Capgemini advocated the use of a fully online facility - the WEFO Online project. Using advanced web technology, we worked to maximise WEFO business performance for the benefit of the Welsh economy. The WEFO Online solution integrated best-of-breed workflow, document management, web browser, and scanning technologies into a highly effective case management solution. It also includes the first fully bilingual (English and Welsh) internet-based application for the Welsh Government.

The system successfully processed applications for 176 projects with a total value of £1.3 billion in its first two years, and cut processing times in half. This led to efficiency savings of more than £200,000 per annum. It won the “IT Outsourcing Project of the Year” award from the European Outsourcing Association and the top IT award from the UK’s National Outsourcing Association.

The Welsh Government has chosen Capgemini to support the new system (until 2016) under a long-term outsourcing contract.



Enhancing Digital Communication with Customers with New Pension Services Portal

Delta Lloyd needed an online portal that would act as a one stop shop for its agents, advisors, employers, and employees. It needed a website for faster processing with improved quality, at lower costs, giving all end-users easy access to their pension documents.

Leveraging our many years of experience in hosting and running the iPensions solutions for OHRA, one of the three brands of the Delta Lloyd Group, we created the first version of the portal "Pension Services Online."

This portal has helped Delta Lloyd make easy dissemination of information with their clients. At the same time, the user-friendliness of the portal provides easy access to information for its customers. The fully automated portal ensures minimal errors, less rework, and superior quality in delivery. Complete transparency is also maintained, ensuring reliable results for the end-users of the portal.



Creating a New Digital Identity for an Oil and Gas Major

Gas Natural Fenosa, the product of the Gas Natural and Unión Fenosa merger, wanted a global management model that was integrated and scalable, and able to provide the new group with its own new digital identity, backed by new technologies.

They wanted to re-engineer and unify all their business portals, not only in Spain, but also internationally (50 portals across 25 countries). We helped them in creating a framework-based approach and then collaborated on the conceptualization, designing, and building of the portal.

For Gas Natural Fenosa, this resulted in an organized and unified web presence with notably improved content and user tools, backed by renewed technology, highly optimized resources, and significant cost savings within reduced timelines.

Testimonials



Capgemini helped us realize a major achievement in an almost impossible time frame. A solution which will allow us to achieve our mission to be number one in sales. A great showcase which we can use internally to show that IT, the business, and IT service providers can work together magnificently. That is how it should be."

Tony Dryden

Director sales development, AIR FRANCE KLM



Capgemini's alliance with Intel was the key to unlocking our complex and challenging point-of-sale system upgrade. Now, with centralized remote point-of sale system management, we're more agile, more secure, and much more scalable."

Service Manager,

European DIY Retailer



As the product owner for this project I'm very excited about the new site, in particular about the chosen direction for the future. The long term objective is that customers can see and execute all information online - both actions and interactions - and that we offer them self service wherever possible. With online becoming an important and mature customer channel, I expect it to have a great impact on our customer satisfaction. We have come a long way with respect to online, and I think we are building a site we can be very proud of."

Tamar Biersma

Manager Customer & Connection Stedin



Within Healthcare, we focus on Customer Centricity and via Marketing Automation we are able to build a 360 degree view of our customers and create an "always on" dialogue. The latter enables us to hand over enriched leads to our sales forces. Capgemini Consulting supported us as a true partner in deploying the tool, but more importantly, the philosophy within the organization via selected proof-points."

Robert van Geffen,

Senior Manager Digital Marketing Philips Healthcare



This solution was made possible by the Mobile Center of Excellence (MCoE) and Mobile App Factory approach provided by Capgemini. By using Capgemini's global business and technology mobility resources available in the MCoE, ING was able to focus on mobile strategy and business goals."

Danny Wijnand,

Manager Mobile & Security ING



The Board of Education is a department in which many notes, reports, etc. are constantly being produced. These require initials and signatures. Previously, it was necessary to properly monitor it yourself from the office premises. Now, one can work on the documents, either in the office or at home. Not only do they not get lost, but they are ensured of the latest version. The reliability and efficiency of digitization has improved tremendously!"

Erik Meijerink,

Program manager, OCW



Capgemini was chosen for the SAP implementation because from the beginning it was clear that Capgemini was not only performing as a supplier but also acting and performing as a partner to reach our goals and objectives. We did a great job to implement systems in the given timelines and with good quality and within the budget we agreed upon at the start of the project."

Erik van Essen,

Managing Director Loyalty Management Netherlands



In a highly competitive environment, improving our customer experience is crucial. Capgemini provided us with a tailored solution that will allow our customer service reps to process an order more accurately and efficiently."

John Hill,

CIO SaskTel



The second screen for Opsporing Verzocht is a good example of our ambitions to involve the public in solving crimes. Capgemini helped us enormously in coming up with, designing and developing this. We are extremely satisfied with the end result and the first user results, which enable us to solve cases faster."

Ron de Milde,

Program Director, IMDM Dutch Police

Testimonials



In addition to two additional products, Capgemini also contributed its analytic expertise and technical competence in relation to open source technology. Furthermore, Capgemini contributed significantly to raising professional standards with the ICT Department.”

Ferdi van Engelen,
CIO Nederlands Forensisch Instituut



We want to keep investing in our employees. With HEMA for me, employees are always up-to-date on news about HEMA and their bond with the company is increasing. Work becomes more fun and easier.”

Ronald van Zetten,
CEO HEMA

Conclusion

According to a recently published book by the Harvard Business Review Press: "Leading Digital: Turning Technology into Business Transformation," Capgemini Consulting and MIT research found that "digital masters" are on average 26% more profitable than their industry peers, and enjoy 9% higher revenue from their physical assets. Are you one of them? Hope this reference book from Capgemini has given you enough fodder to trigger your digital thoughts - of staying two steps ahead of the competition and becoming a digital master. Now, give us an opportunity to collaborate with you to make this into a reality.

Contact us @ digital.sales.nl@capgemini.com

Read the full stories @ www.nl.capgemini.com/bronnen





About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is a global leader in consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 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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