

# NEXT GENERATION CONTACT CENTER

**Drive customer engagement and business outcomes at the same time**

In a highly competitive environment, contact centers need to embody the brand experience while driving customer engagement and contributing to business results. Contact centers also need to manage the explosion of interactions on a growing number of channels. At the same time, they seek operational excellence while optimizing resource allocation and maintaining the required level of service.

# Capgemini Next Generation Contact Center: Delivering an omni-channel, efficient, proactive, personalized and humanized service experience

We help you build the foundation of a Next Generation contact center that captures and understands your customers' feedback and sentiments in real time. It also enables you to deliver efficient, accurate, and personalized case resolutions while ensuring customer satisfaction and providing opportunities to push up and cross-sell. We empower you with:



**Qualification and smart routing** – leverage real-time analytics to better qualify customers' requests and route them towards better solutions.



**Workforce optimization** – leverage data to forecast and schedule complex workflows, better manage resources, and optimize their utilization.



**Augmented agents** – enable the agents to better know and serve the customers and help them be more efficient by providing an enhanced work environment, investing in their development, and setting up engaging ways of working.



**Outbound Interaction management** – use customer data and smart automation to proactively engage the customers all along their journey.



**Outsourcing management** – structure your outsourcing strategy and management to find the right mix between competencies internalization, cost optimization, and brand promise.

## Our assets and accelerators

### Customer Interaction Services (CIS)

We help you assess the performance of your contact center to improve customer satisfaction, optimize costs, and increase revenue. Key attributes include:

- Maturity scan through quantitative analysis – diagnosis of customer relationship performance from a large customer data panel
- Performance analysis through quantitative KPIs – comparison of diagnosis results with market indicators
- Opportunity identification – transformation recommendation including data on three key dimensions of the customer relationship. [Read more here.](#)

# Service offerings for Next Generation Contact Center

## Strategy & Planning

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### Experience strategy



Analysis of global Contact Center maturity leveraging the Customer Interaction Services (CIS) tool



Redefinition of the Contact Center ambition & mission according to the company's omnichannel strategy



Outsourcing strategy definition and support along the whole process



New KPIs monitoring strategy definition, associated with the new scope of activities to ensure consistent quality of service and brand experience

### Experience design



Design of omnichannel Customer Interaction journey/processes from first interaction, through case resolution to customer feedback for all Contact Center teams

## Enablement

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### User interface development



Agent's interfaces UX & UI design:  
Contact Center workplace



Design of the Technology and Data Transformation roadmap,  
Contact Center platform architecture, build, integration,  
testing and technical deployment within the Service ecosystem  
including all data related features



Data compliance policy definition for transversal, reliable  
and efficient data



Migration of existing data and customer insights

## Organization and change



Design of the agent new role and skills to fulfill the Contact Center mission



Definition and deployment of the target organization & governance, leveraging new ways of working & management



Roll-out of upskilling and change management plans

## Execution

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### Operate solutions and process



Contact Center as a Service (Odigo)

### Performance measurement



Continuous optimization and business performance management, leveraging the Customer Interaction Services (CIS) tool

## Connecting With Data

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### 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)

## Collaborative video interaction with 5G for enhanced customer service

We enable you to drive efficient, personalized, and human-centric interactions with your customer by:



Enriching the conversation with contextual, video-led and bidirectional data, collaborative conversation, customer camera on/off and interaction functionality



Facilitating real-time communication and translation, and communication recording



Simplifying use with full screen video functionality with no need of keyboard.

## Odigo (Contact Center as a Service)

Odigo is Capgemini's cloud contact center solution, which provides an omnichannel experience at every stage of the customer journey. Read more here.

## 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.

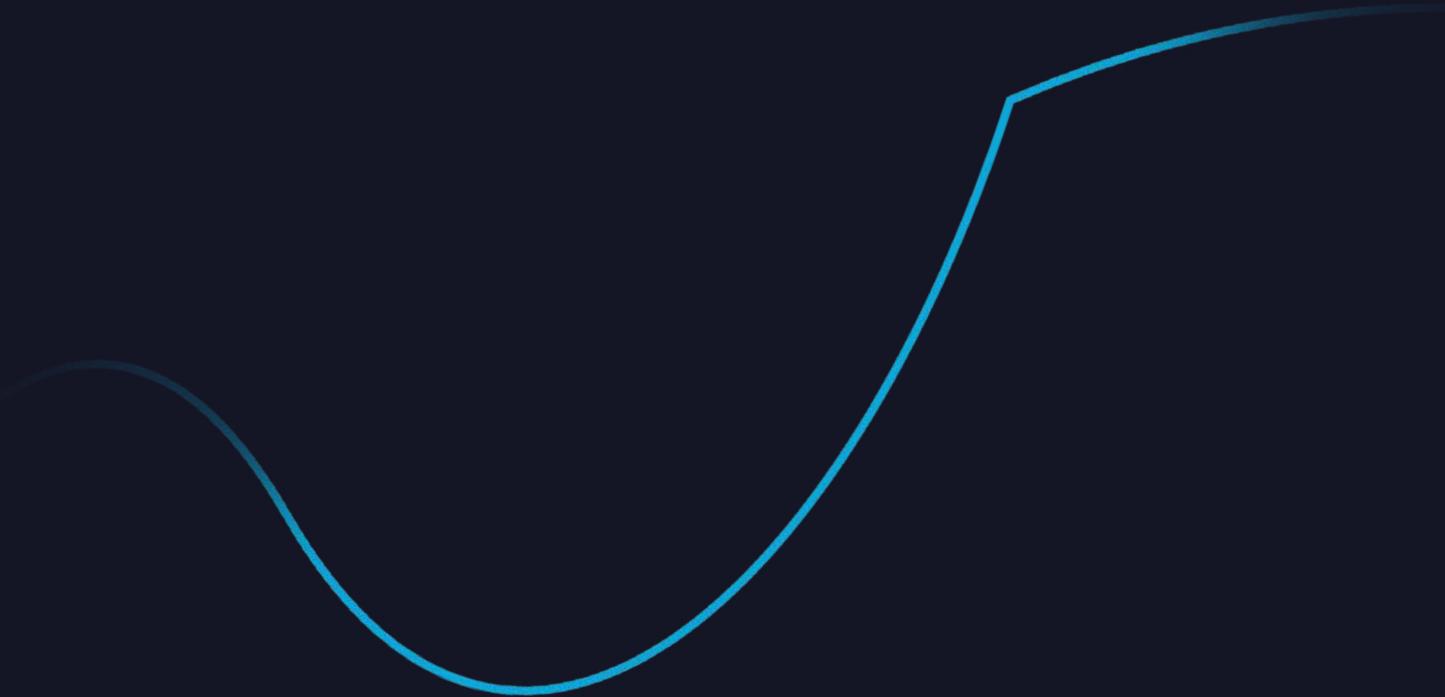


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