

Don't just reach your customer...
know them!



Capgemini and Adobe help to create extraordinary experiences that deliver value for your customers and your company.

As consumers use new ways to interact with organizations in both the private and public sectors, their expectations change. They are constantly being exposed to, and influenced by, best-in-class digital engagement models and services from all industries. These are setting new standards and continually raising levels of expectations.

At Capgemini, we have defined customer experience as what people think (their perceptions), what they feel (their emotions), and what they do (how they react) in response to their interaction with a company's environment, products or employees.

Our Digital Customer Experience (DCX) proposition rests on the belief that digital offers a means to skillfully connect these customer experience elements of perceptions, emotions and reactions to customers' ever-changing needs. And it should be achieved in a way that delivers value at speed for both business and customer.

Why is this important? Because in today's always on, always connected world, every interaction, at every touch point, impacts your brand.

Partnering with Adobe

Capgemini has partnered with Adobe to deliver compelling customer experience projects with its Adobe Marketing Cloud solutions in the digital marketplace. Our leading

Digital Customer Experience with Adobe

digital transformation solutions integrate Adobe Marketing Cloud into our clients' businesses, empowering them to enhance the customer experience.

Adobe Marketing Cloud enables you to establish the right digital foundation, content marketing

and relevant experience to create a real connection with the people who are most important to your business – your customers and your employees.

Know your customers

Adobe Marketing Cloud brings together your data and content into a single place. The most complete set of marketing solutions available, it gives you everything you need to gather deep insight into your customers, build personalized campaigns, and manage your content and assets.

Capgemini's strength in integration ensures that you quickly leverage the power of Adobe Marketing Cloud to drive value for your organization and your customers. You will create and deliver journeys that your customers want to take with your brand – journeys they truly desire; that drive loyalty through personalization.

The right technology

At Capgemini, we believe in leveraging the right technology for the right job. Adobe Marketing Cloud is a leader in just about every category. It is recognized as the foremost digital marketing suite with accolades from Forrester, Gartner and IDC.

With capabilities and a vision closely aligned to our own, Adobe has been a trusted brand for bringing creativity to life for over 30 years. Together, Capgemini and Adobe are not only shaping the marketing landscape, but are changing the way enterprises do business too.

Solving your problems

As marketers and digital content owners strive to deliver a great, brand-enhancing customer experience, here's what we ask them to ensure they get the best solution for their needs:

- Does your current website tick all the right customer experience boxes?
- Is your message being heard clearly by your target market?
- Are you struggling to manage all your digital assets?
- Are you being asked to report on the effectiveness of your marketing campaigns – what is the ROI?
- Would you like to implement a marketing dashboard to help you manage real-time changes within campaigns?
- Would you like to deliver better top line impact from your investments in content, data and your back office?
- Do you want to better leverage your data for superior insights-driven customer experience solutions?



Great customer experiences have something in common. They're compelling. Personal. Whether on a website, mobile app, email, or in-venue screen, standout digital experiences wow customers. That's your goal for every interaction, every time.



How do we help?

We create the compelling Digital Customer Experience that today's consumer demands. How? At Capgemini, we help our clients take a macro approach to digital marketing— looking at the bigger picture of their marketing, from content creation to management of that digital content, and ultimately its monetization.

We integrate Adobe Marketing Cloud with our clients' existing systems and ways of working to help them manage the multiple channels used by customers, vendors, suppliers and other end-users. All of whom have a different need. Ultimately, we help our clients seize control of their brands across these channels to deliver revenue impacting initiatives.



Why bother?

It's becoming harder and harder for companies to maintain a sustainable competitive advantage. We are in a new age of customers – they're informed, they're demanding and they're mobile. To keep them interested, organizations need to provide something standout. Compelling. Personal. We know that businesses overwhelmingly feel customer experience is their most exciting opportunity.*

Capgemini's DCX offer with Adobe

Adobe Marketing Cloud is a powerful tool with which Capgemini transforms the way clients manage their customer expectations to deliver a great CX with the below focus areas:

- Customer Interactions Management: Web Portals, Mobility Applications, Digital Store/Branch, Internet of Things interfaces;
- Content and Knowledge Management: WCM/CMS, Forms & Documents, DAM, Product Information;
- Customer Management: Social Hub, Marketing Automation, Digital Advertising;
- Customer and Operations Monitoring: Customer Experience Insights.

What business benefits does Capgemini bring?

Our partnership with Adobe is just one facet of a comprehensive Digital Customer Experience offering. We make the connections that make a difference – for our clients; and for their customers. As we work with you to integrate Adobe Marketing Cloud with your business, we enable you to:

- Connect your customer and brand goals
- Deliver personalized experience across multiple channels
- Use real-time analytics to better understand what your customers want
- Gain a clear understanding of marketing trends and needs
- Achieve true business agility – to leverage digital across the enterprise
- Increase customer awareness of your brand to enhance revenue opportunities.

Create sustainable value

It's time to deliver a differentiated customer experience in a way that creates sustainable value for your customers and growth opportunities for your business.

Get in touch to discover how we can integrate Adobe Cloud Marketing with your business. We will help you to design experiences that reduce your customer service costs, while driving your top line growth.

* Recent research by Adobe https://offers.adobe.com/content/dam/offer-manager/en/uk/marketing/wp/2017_Digital_Trends%20report.pdf

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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 EUR12.5 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.

Learn more about us at
www.capgemini.com/dcx