



Perform AI

Artificial Intelligence.
Real World Solutions.

AI for Customer Experience
with Salesforce Einstein™



**Immersive, highly
personalized experiences.**

Empowered employees.

Deep customer insights.

**Capgemini and Salesforce helping
to make every part of your
business smarter with Einstein.**

Ready to re-humanize the customer experience?

Capgemini and Salesforce are working together to help brands across the globe realize the transformational power of AI today.

AI is improving the quality of life for individual customers and employees, while creating a wealth of new opportunities for you to increase operational efficiency, grow sales and loyalty, improve and speed up decision making and become more relevant and innovative in product and services.

AI is a powerful tool to reach, understand and connect with your customers, in a more humanized way. Brands exist in the experiences they enable. It's how you can differentiate from competitors and connect with consumers.

Salesforce Einstein platform and use cases learn from your data to infuse predictions and recommendations into your unique customer-facing business processes. Pair that with automation and your employees have the insights and time to truly connect with your customers.

Activating Salesforce Einstein bot, language and vision capabilities into customer experience (CX) makes every interaction a more human experience – one that customers love, trust, and come back too.

Einstein features and services are now available across the entire Salesforce Customer 360 Platform. With AI embedded where you work, everyone can now have a data scientist working for them with no data prep or model management required. Your Customer Platform constantly grows smarter, making you more productive and your customers happier

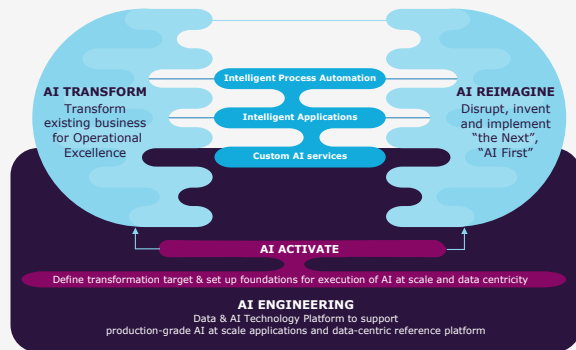
It's time to harness the real-world power of Artificial Intelligence in Customer Experience with Capgemini Perform AI for CX and Salesforce Einstein.

Expert at every stage

From kickstarting the journey and beginning to apply AI at scale, through embedding transformation, to realizing new, disruptive opportunities.

Orchestrating and operationalizing AI-enabled CX transformation requires implementing a business strategy enabled by an AI-infused customer platform built across Salesforce Clouds, Customer 360 and the Einstein Platform. This will involve multiple disciplines and teams, each with different ways of working.

The planning should be thorough and continuous – first managing the exploration stage, where an organization identifies the first use cases and reviews the quality and relevance of data used for training, followed by the development stage, which focuses on use cases enrichment. Only then can large scale deployment happen successfully, albeit with continuous improvement built into the cycle.



Accelerating your outcomes

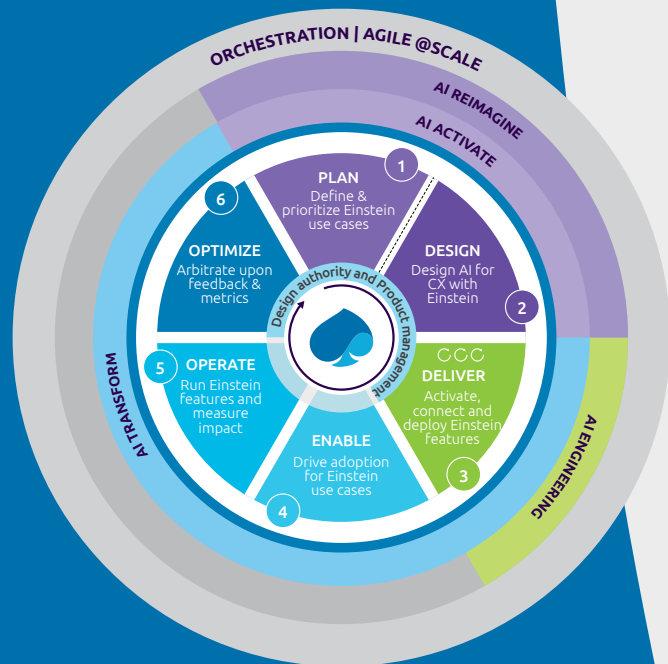
AI ACTIVATE shapes and designs the organizational and platform for where and how AI should be applied in your enterprise. It defines your AI strategy and discovers, prioritizes and executes use cases for AI infusion into customer and employee experiences. Should you have AI experiments or initiatives underway, it defines the Salesforce Customer 360 and/or Einstein features to activate or extend within your existing Salesforce customer platform.

AI TRANSFORM delivers AI infused into your Salesforce customer platform - at scale, improving your operational efficiency, optimizing your existing business and creating the springboard for long term growth. Here, Salesforce Platform, Einstein and Customer 360 solutions activation and configuration, combined with custom AI services and connected with enterprise wide data, create differentiation, scale and impact throughout your enterprise. Finally, we help you build, test and deploy per release AI evolutions while measuring and optimizing the business value and impact on the experiences delivered.

AI REIMAGINE takes you further. It looks ahead to the possibilities of new products and services, humanized customer experiences, new customer-centric business and operating models and revenue streams – to drive innovation opportunities across your AI-infused enterprise. We help you design Salesforce customer platforms to align with your customer journeys and user experience, while experimenting the new or the reinvented. As part of this comprehensive future state-AI service, you'll uncover new business opportunities in existing markets, and identify opportunities to enter and disrupt new markets.

AI ENGINEERING takes advantage of all your customer data – inside and outside your Salesforce customer platform, internal or external to your enterprise – and turns it into actionable data or insights into your Salesforce applications. It helps you move towards a unified infrastructure that manages your customer data together into a central hub delivering the necessary data and insights to your Salesforce customer platform applications. It enables you to use your existing data estate to deliver reliable AI solutions – not just demos or departmental applications, but production systems that work at scale.

A six-step approach to scaling up Einstein Activation



End-to-end transformation for continuously scaling up your Salesforce Customer 360 Platform

Infusing Einstein in your CX roadmap: best practices for ignition

Experiment with Salesforce Einstein features

- Evaluate to understand their potential and limits.
- Experiment with use cases for CX
- Enable your organization to continuously experiment

Transform towards conversational customer experiences

- Amplify existing user experiences with natural language and vision.
- Implement predictive solutions for next-best-action and connect with user experience.
- Predict consumer engagement with your email or website

Our catalogue of services

Einstein Applications configuration

Einstein for Marketing
Einstein for Sales
Einstein for Service
Einstein for Commerce

Extension with Einstein Platform

Einstein NBA | Einstein Bots

Extension with Einstein Platform

Einstein Vision
Einstein Language
Einstein Prediction Builder

Custom AI integration

Integration of Custom AI models

Underpinning your success



AI ENGINEERING for Customer 360

These foundation services provide the right data and platforms to deliver trusted AI solutions in production and at scale on Salesforce Customer 360. AI engineering underpins every stage of your transformation – from AI Activate to AI Transform and AI Reimagine. We help you set up the Salesforce Customer 360 platform for activating both Einstein and custom AI. For this, we use the Data Engineering tools and services required to continuously implement, deploy and manage AI-infused use cases for CX.

Embedding ethics into AI

AI demands a responsible approach that anticipates regulation and ethical requirements, and manages them as business opportunities rather than constraints. Capgemini has been recognized as one of the World's Most Ethical Companies®, and is establishing a code of conduct – fully aligned to your culture – for the ethical and trustworthy use of AI in your organization. The solutions we design will be transparent and unbiased, able to be disclosed and explained. And we'll help you build trust between people and systems, both in your organization and with customers, partners and suppliers.

Build trust through Compliance

According to our 2017 CRI survey – Loyalty Deciphered – honesty, trust and integrity are the top three emotions that drive loyalty, so it is imperative that businesses manage this correctly. Brands can promote honesty, trust and integrity through the implementation of compliance operating models that enable to anticipate new regulations and ethical changes. We have summarized this in three main actions:

- 1. Be transparent** – reassure your customer. For example, inform your customers about their GDPR rights (rights to be informed, to have access to information, to be forgotten); implement consent forms and specify the contact person
- 2. Be ethical** – maximize efficiency whilst ensuring integrity. This might include ensuring your consumers' privacy and providing bias-free bots
- 3. Be accountable** – comply with regulation. For example: define responsibility in legal contracts; appoint a Data Protection Officer (DPO); rely on accountable algorithms and processes (information access, encryption, use, transfer and scheduled deletion); implement cybersecurity tools and traceability processes and controls; and use EU approved data centers.

A trusted partnership

Capgemini expertise with Salesforce's Customer 360 and Einstein enables you harness the power of AI

Focusing on outcomes

Whether it's a top line sales boost, enhanced customer loyalty, improved sales efficiency, humanized CX, higher employee efficiency or bottom line process improvements, an outcome-led approach ensures real world business impact.

Empowering your people

Every engagement addresses the human dimension – proactively managing the impact of the initiative on your augmented workforce, seeking for the best interaction between human and AI, and transforming the corresponding human skills and governance.

Applying AI at scale

Shaping, designing and implementing customer platforms with infused AI requires mobilizing diverse streams of expertise, tools, assets and methods: use cases and business models for AI impact, enabling customer data platforms design, conversational experience design, technology and architecture for infusing AI into customer platforms, as well as new ways of working and collaborating for machine and deep learning models life cycle – from training to deployment. This must embrace both business and IT to ensure the AI-infused platform implementation aligns with business intent and delivers measurable value, at scale.

Not all about the technology

Scaling AI requires both adapted and new skill-sets and roles. In Experience design, there is a need for new skills, including conversational experience design. Architecture and technology requires new roles that concentrate on conversational bot implementation and connection, AI services orchestration, next-best-action engines and specific machine/deep learning lifecycle toolchain. Moreover, it is vital that organizations train or hire talent with the skills to understand and manage the new compliance rules and activities.

Leveraging global expertise

Our world-wide, world-class ecosystem of strategic technology partners, technical institutes, business schools, and disruptive start-ups delivers the right solution at the right time, in a technology ecosystem that moves at an incredible pace.

Embedding ethics into everything

The application of AI requires an ethical and responsible approach. One that is transparent to users and customers, embeds privacy and builds trust. It's at the heart of what we do.

“Infusing AI into digital customer platforms makes Customer Experience more human at a scale previously unimaginable – it's improving the quality of life for the individual customer and employee.”



Challenge:

Custom-built Forecasting app
using Einstein Analytics

Solution:

Multi-currency, pipeline
tracking, Siemens branded

Result:

Interactive Forecasting trend
dashboard, available on
mobile devices

Answering questions. Delivering outcomes.

Client story

SIEMENS

Siemens Postal, Parcel & Airport Logistics (SPPAL) – Einstein Analytics

Siemens Postal, Parcel & Airport Logistics is a wholly owned subsidiary of Siemens, A.G. and is a provider of innovative products and solutions in the parcel post and airport logistics industries. SPPAL has an installed base in more the 60 countries. Its US headquarters is at the Dallas-Fort Worth International Airport.

Capgemini designed an Einstein Analytics app to track sales performance, forecast and pipeline trends. A major challenge was coming up with ways to visualize sales versus quota without directly assigning quota amounts to individual SPPAL personnel which is restricted by German law. It shows forecasts using a proprietary weighted average calculated in Einstein and uses predictive analytics throughout.

The end result is an interactive predictive analytics tool used by all levels of the management hierarchy at SPPAL – available on smart phones, tablets and even smart watches.

[Find out more about the Impact of AI for Customer Experience from Capgemini](#)



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About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini 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. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

Learn more about us at

www.capgemini.com/PerformAI