



Perform AI

Artificial Intelligence.

Real World Solutions.

AI for Customer Experience.



**Immersive, highly
personalized experiences.**

Empowered employees.

Deep customer insights.

**Humans and technology working
together – with transparency and
trust – to serve customers better.**

Ready to re-humanize the customer experience?

**Capgemini is working with
brands across the globe
to help them realize the
transformational power
of AI today.**

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

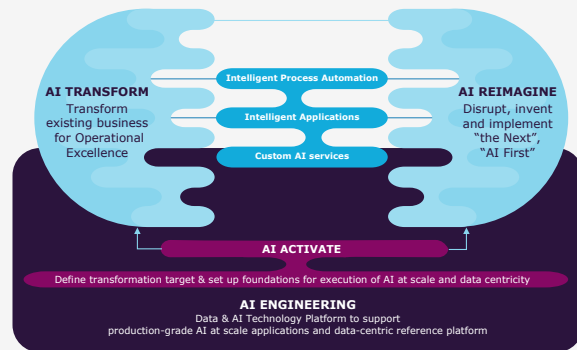
AI is a powerful tool to reach, understand and connect with the customer, in a more humanized way. Brands exist in the experiences they enable. It's how they differentiate from competitors and connect with consumers. Applying AI to the customer experience (CX) makes every interaction a more human experience – one that customers love, trust, and come back too. AI allows brands to behave more like people. They

can express empathy, apply humor, show understanding and respect. Those that do will thrive.

While AI is humanizing users' experience, it also allows enterprises to scale up employee connection and customer engagement. On one side, AI simplifies and personalizes user experience with natural language-based "conversations" that will progressively become the vehicle of choice for connecting individual consumers with brands. On the other, AI relieves employees from repetitive tasks (automation) and feeds them with predictions/recommendations (augmentation) for a better focus on judgement / decision when engaging and serving customers, at scale.

**It's time to exploit the real
world power of Artificial
Intelligence in Customer
Experience.**

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. 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 creates the organizational and technology platform for where and how AI should be applied in your enterprise. It defines your AI strategy and architecture, and discovers, prioritizes and executes use cases for AI infusion into customer and employee experiences. Should you have AI experiments or initiatives underway, it builds on, and enhances, what's already started. Ultimately, AI Activate kick-starts your AI-infused future, creating the foundations to maximize business impact by industrializing AI at scale.

AI TRANSFORM delivers AI-infused performance improvements to optimize your existing business and to create the springboard for long term growth. Here, Intelligent Process Automation of corporate processes, Intelligent Apps to integrate cognitive services into existing lines of business apps, and Custom AI services combine to 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 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 data and turns it into actionable insights. It helps you move towards a unified infrastructure that manages the cloud-based platform together with all necessary data and then acts as the mechanism for delivering insights to users and 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 AI adoption



End-to-end transformation for continuously scaling up AI-infused CX platforms

Infusing AI in your CX roadmap: best practices for ignition

Experiment with new technology and architecture focus

- Evaluate AI technologies and their applications for CX, understand their potential and limits.
- Experiment with use cases for CX by applying AI Technology, Platforms, Tools and Solutions.
- Enable organizations to continuously experiment and apply AI to CX.

Transform towards conversational customer experiences

- Amplify existing user experiences with natural language (Voice, text) and vision.
- Implement predictive solutions for next-best-action and connect with user experience.
- Deliver and connect the customer data architecture that enables CX platform to learn and predict.

Empower clients to deliver new customer centric business models

- Design and deliver AI-first CX platforms at scale to support newer business models.
- Continuously revisit and apply AI innovations to adapt services and products portfolio.
- Continuously learn from and connect with customers behaviors and emotions to adapt business models.

Underpinning your success



AI ENGINEERING for Customer Data

These foundation services provide the right data and platforms to deliver trusted AI solutions in production and at scale. AI engineering underpins every stage of your transformation – from AI Activate to AI Transform and AI Reimagine. We help you set up the underlying technology platform for deploying AI and 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 partner

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.

“Consumers know and want artificial intelligence, but one that is informed by human intelligence. 64% of consumers want AI to be more human-like.”

Capgemini Research Institute report, 2018

“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.”

Answering questions. Delivering outcomes.

Perform AI is Capgemini’s unique approach, helping you realize the true value of AI across your organization.

Customer experience is a strategic differentiator for companies and unquestionably drives business results, such as increased loyalty and revenue growth. The rise of AI has caused CX to take a giant leap forward and promises further progress and results.

As AI continuously “learns” from the captured customer data, interactions and feedbacks, it supports new usages, such as natural language-based interfaces, in-store/in-branch immersive experience, customer

understanding and customer engagement augmentation. This allows for not only streamlined operations, but also immersive and highly personalized experiences – a re-humanization of the customer experience!

Enable your journey towards large-scale customer platforms

We enable organizations to deliver the frictionless, personalized and proactive experiences that consumers demand – while ensuring predictable implementations in terms of quality, speed, cost-effectiveness, scalability and elasticity. It is a game-changer.

“42% of consumers would increase their spend if they received a good AI-enabled experience.”

Capgemini Research Institute, AI in CX Consumer Survey, May 2018



People matter, results count.

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About Capgemini

With more than 190,000 people, Capgemini was present in over 40 countries and celebrates its 50th Anniversary year in 2019. 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.

Learn more about us at

www.capgemini.com/PerformAI