# Capgemini

Customer Data Hub

Enabling omni-channel, hyper-personalized
and immersive customer experience

With Capgemini's Customer Data Hub (CDH) solution, we help you turn data from any source to drive relevant, real time actions that power your omni-channel engagement with your customers.
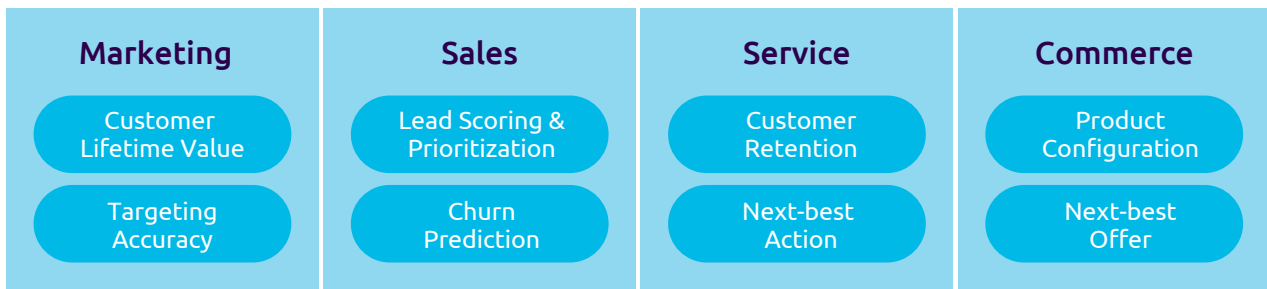

Customer Journey

Personal | Interests and Habits | Contacts | Financials | Emotions
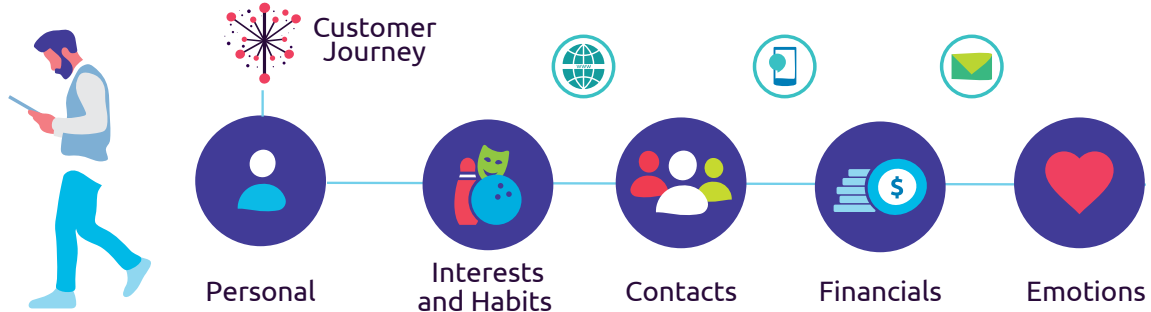
CDH helps you to:

1. Capture and structure relevant customer data to build unified customer profile

CDH is a scalable and secure solution to consolidate customer data from multiple channels and record every touchpoint of the customer journey.

2. Analyze and automate customer data

Customer data is then cleaned, standardized, de-duplicated and analyzed to capture insights and ensure that a best version of customer profile is available across your marketing, sales, service and commerce touchpoints.

Marketing	Sales	Service	Commerce
Customer Lifetime Value	Lead Scoring & Prioritization	Customer Retention	Product Configuration
Targeting Accuracy	Churn Prediction	Next-best Action	Next-best Offer

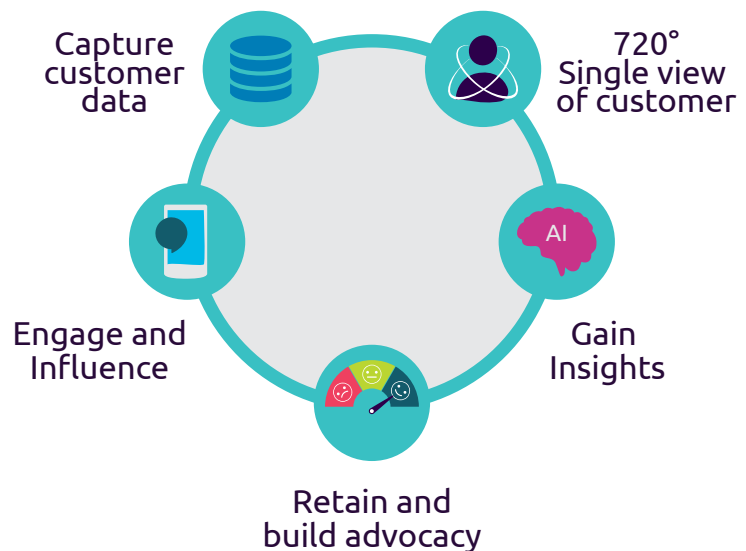## 3. Drive relevant next-best action and optimize customer experience

CDH enables your sales, marketing, commerce and customer service teams with automated insights-driven actions. With AI capabilities applied to customer data, CDH helps you personalize your customer journey across channels and enhance end-to-end customer experience.

Improved Action

Learn from Feedback

Marketing | Commerce
Sales | Service

Customer Platform

Customer Data Hub

Data AI/ML Platform

Improving Value Creation

Capgemini and Microsoft will enable your organization with data-driven actions all along the customer journey. We help you leverage AI and analytics to improve brand value and consumer connect in a scalable and efficient manner. We help you deliver:

- Higher revenue from all customer channels
- Personalized offers to customers through AI-driven offer recommendation engine
- Improved customer lifetime value through upsell/cross sell opportunities
- Reduced overall rate of customer churn
- Improved customer retention percentage
- Reduction of cost across non-productive activities

Capture customer data

720° Single view of customer

Engage and Influence

Gain Insights

Retain and build advocacy

Proposed Next Steps:

- Schedule art of possible catalyst workshop with Capgemini and Microsoft
- Identify and prioritize use cases to improve your sales, service, commerce and marketing teams` customer impact and scalability

- Implement a proof-of-concept or proof-of-value for selected use cases to empower your teams to improve customer experience and increase business revenue.

About
Capgemini

Capgemini is a global leader in consulting, digital transformation, technology, and engineering services. The Group 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. A responsible and multicultural company of 265,000 people in nearly 50 countries, Capgemini's purpose is to unleash human energy through technology for an inclusive and sustainable future. With Altran, the Group reported 2019 combined global revenues of €17 billion.

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For more information, contact:

Oleksandr Krasnoshchok
Microsoft Dynamics 365 Power Platform Offer Lead
Global DCX Practice, Capgemini
oleksandr.krasnoshchok@capgemini.com