



SAP Customer Experience

# Lookbook

Elevate the customer experience



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Capgemini's SAP Customer Experience team works with SAP to enhance the entire customer journey. The stories that follow detail many of the successes our clients have seen.

The only constant in today's experience economy is change. Customer expectations and buyer demands are rapidly evolving, setting a new norm for experiences that are distinct, personalized, and intuitive.

Every business function needs to be focused on the end-to-end customer experience. From marketing and design initiatives to service and communications, customer data must inform every decision across every channel.

This transformative era also demands powerful new ideas. Organizations need to look at cutting-edge experiences for inspiration to engage buyers and develop new, lucrative direct-to-consumer channels. Subscription commerce, digitized configure-price-quote (CPQ) solutions, and robust self-service capabilities fuel the innovative business models seeing success today.

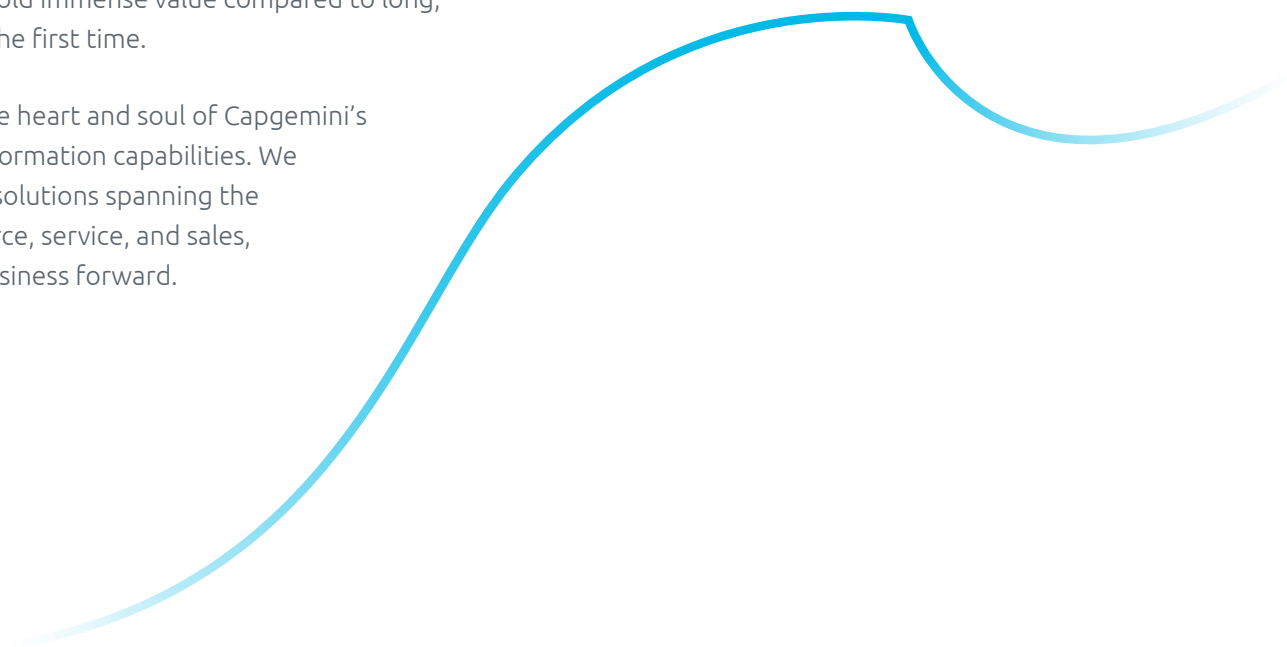
Above all, organizations need to act now. Success in the experience economy is predicated on agility, adaptability, and speed-to-market. This means that iterative strategies and phase-based roadmaps that leverage composable architectures hold immense value compared to long, arduous projects that try to get everything perfect the first time.

The powerful stories inside this lookbook capture the heart and soul of Capgemini's SAP Customer Experience team and its digital-transformation capabilities. We work hand-in-hand with SAP to engineer innovative solutions spanning the entire customer lifecycle. Across marketing, commerce, service, and sales, our focus is always on the client and moving their business forward.

We hope you enjoy.

## Wayne Brazille

Principal, SAP CX Capability Leader  
Capgemini Americas





# On the road to digital excellence

## Capgemini helps tire retailer chart a new customer-experience journey

A leader in the tire industry for more than 60 years had relied on its customer-focused approach to grow from a single store into a national leader. However, its online presence had not kept pace with changing customer expectations.

### Fixing a flat

Buying new tires can be challenging. Confusion around size, width, tread, and tire compound cause shoppers to rely on mechanics and tire experts to guide their decision making and meet their safety and performance expectations.

The company's existing digital experience lacked the ability to show tire product data such as size, tread, and vehicle compatibility or allow visitors to select a specific tire variant on a single product detail page (PDP).

Customers were forced to comb through hundreds of PDPs for each permutation of tire characteristic and deal with some incorrect matches to find the tire they needed. And the multiple PDPs were viewed by search-engine bots as duplicated content, so the company's search positioning was negatively affected.

It was time to simplify the complexity of the buying process and build a streamlined digital-shopping experience.

### On the road to success

Capgemini was brought in to deliver a connected customer experience. The SAP Commerce Cloud team stabilized the existing work with the goal of revamping the site in time for the busy winter season.

The first big step was addressing product data organization and structural issues that prevented customers from finding what they needed. New pages focused exclusively on tire models, instead of their variations. As long as a customer knows the make and model of their car, they can select the correct size, tread, and options from one PDP.

This standardized approach also addressed the brand's SEO issues. Organizing the product catalog by parent products made the customer journey much more intuitive, and this was rewarded by Google, Bing, and other search engines with better placement for relevant terms.

Co-development and collaboration with the company's internal teams accelerated this post-launch stabilization period and allowed the retailer to become increasingly self-sufficient and progress towards delivering an industry-best buying experience.

### Pedal to the metal

The new site and its optimized data structure are driving impactful growth in a number of key areas. PDP page views are up and conversion from these PDPs increased year-over-year.

The first thing that visitors see is a helpful tool that personalizes the tire and wheel experience. Shoppers enter the make, model, and year of their car, and the program sorts and presents matched product options.

The capabilities inherent to the new hierarchy and navigation strategy have also moved the needle for the brand's digital business. Tire pages that dynamically adapt to customer make and model information have seen an increase in page views, a bump in page value, and a reduction in bounce rate. For new wheel pages, the last two numbers are 57% and 16% respectively.

The new website moves the company closer to its customers and delivers a better experience. Capgemini helped the company create a modern, engaging digital experience that transformed the buying process, using transparency, self-service, and usability to create a customer-centric shopping journey.

### Results

#### Overall digital growth

**82%** – Overall digital revenue  
**26%** – Organic traffic

#### Year-over-year growth

**14.5%** – PDP page views  
**20%** – PDP conversion

#### Dynamic tire-page growth

**147%** – Page views  
**60%** – Page value  
**32%** – Bounce-rate improvement

#### Dynamic wheel-page growth

**57%** – Page views  
**16%** – Page value

### Technology solutions

- SAP Commerce Cloud
- SAP S/4HANA
- Amazon Web Services

*Capgemini helped the company create a modern, engaging digital experience that transformed the buying process, using transparency, self-service, and usability to create a customer-centric shopping journey.*







# A fresh approach to digital grocery shopping

Capgemini and a leading supercenter retailer team up to create a customer-centric commerce solution

This pioneering supercenter's customer-first mindset and innovative approach has led to its popularity and impressive growth. Looking to address the needs of its loyal, connected customers, the retailer wanted to eliminate the foot-traffic, lines, and general hassle of shopping in-store.

## Expanding into new channels

The market had already begun to roll out experiences such as digital ordering and accelerated grocery shopping, so the company needed to differentiate itself not only to compete, but to win.

Instead of building a solution for the entire store and its hundreds of thousands of SKUs, it focused on its core business and looked to build a digital solution for grocery customers. This new experience would deliver on customer expectations and be a solid foundation for the brand's evolution into an omnichannel retail champion.

## Connecting for a better customer experience

Looking at the company's needs, Capgemini was chosen to lead its digital-shopping transformation. Diving into the company's existing technology strategy and architecture, Capgemini experts leveraged SAFe (Scaled Agile Framework) principles to devise a solution with the client that married technology platforms from SAP and Adobe to create one engaging experience.

***This headless commerce solution positioned the company to deliver on its customer-focused transformation objectives with capabilities such as curbside pickup and grocery delivery.***

The solution's transactional elements are handled on SAP Commerce Cloud, with Adobe Experience Manager hosting critical portions of the front-end interface. Integrations between SAP Commerce Cloud and the existing SAP back-end systems enable customer, product, pricing, and transactional data to flow between platforms and deliver a holistic view of the customer.

Adobe Experience Manager handles a subset of pages, templates, and content that site visitors see when shopping the site. This enables business users to easily change, evolve, and optimize the experience without the need for technical resources or coders.

## Stepping into the future

The retailer officially went live with its first digital grocery experience on time and on budget. This headless commerce solution positioned the company to deliver on its customer-focused transformation objectives with capabilities such as curbside pickup and grocery delivery.

The site uses customer location data to immediately assemble a list of available products at the store nearest to the shopper. Localized inventory, pricing, coupons, promotions, and more augment the experience, and shoppers can then opt to pick their groceries up or have them delivered.

Customers wanted an experience that empowered them to shop for groceries on their own terms. Capgemini deployed SAP and Adobe technology to make that vision a reality.

## Results

### Digital order growth

**19x** – Weekly run rate

**300%** – Online sales

**800%** – Online orders

- Value-added multichannel grocery experience
- Customers are empowered to shop on their own terms
- Operational efficiencies gained through sophisticated headless commerce architecture

## Technology solutions

- SAP Commerce Cloud
- Adobe Experience Manager
- Adobe Analytics
- Adobe Campaign
- SAP S/4HANA
- Custom middleware API
- Custom fulfillment center
- Shipt
- RTS
- CyberSource
- Akamai
- Vertex
- Google Maps
- Ping
- Webcollage





# Building a subscription-model foundation for growth

Capgemini helps industrial-automation company drive a superior end-to-end customer experience

Technology companies become successful by always innovating for their clients. A leading industrial-automation company wanted to remove the onus for software optimization and maintenance from its customers by moving to a subscription-based upgrade model. This would improve the experience for the customer and create better cash-flow predictability for the company.

## Building better customer interactions

Customers had always purchased a license for a specific software version and used the product until they upgraded. This meant the burden of version management was on them, and often meant customers operated on outdated software.

Looking to enhance the scalability, popularity, and profitability of its software solutions, the company wanted to move customers to a model based on annual fees with access to the latest software.

The company also needed the solution to address some operational issues. Manual data entry and order processing were inefficient and created data silos, restricting business users and keeping the company from attaining a clear, 360-degree view of its customers. In addition, its network of distributors and their needs – pricing, logistics, and product data – needed to be integrated.

## Automation evolved

Moving to a subscription model required a number of front-end customizations and a commerce platform capable of handling design and self-service capabilities.

The company decided to work with Capgemini and its SAP Customer Experience practice.

Capgemini SAP experts built a robust digital experience on SAP Commerce Cloud. The experience enabled the new subscription model for many of the company's leading software solutions.

After signing in, company employees and distributors can add base subscriptions to a cart and select add-on solutions to create a custom quote for the customer. The distributor or employee can then adjust products and prices before sending the quote to the customer for purchase.

Integration tied the commerce experience into the broader customer data set, and location-based API integrations aligned customers with local distributors and certified solution partners. Customers and distributors can search, shop, and buy what they need on a site tailored to their catalog, pricing, and other specific data points.

## A new era in industrial automation

The initial solution launched on time and on budget, and subscribers have embraced the new subscription model. The digital customer portal is easy to navigate and reduces the workload of customer service representatives, and plants have become more productive because they can choose which software subscriptions are in place across various locations.

Distributors are seeing benefits as well: quick quote generation boosts their customer experience, and performance measurement and analysis is now much simpler. This new digital experience brings value to the customer, and millions of dollars have already been processed through the new site.

## Results

### Subscription contract growth

**300%** – Subscription revenue

**350%** – Total customers

### Enhanced engagement through self-service capabilities

- Visibility of customer and distributor behaviors, orders, and performance
- Innovative subscription model that has driven millions in incremental revenue
- Order-to-install timeframe reduced from 16 days to three days

## Technology solutions

- SAP Commerce Cloud
- SAP S/4HANA

***Capgemini SAP experts built a robust digital experience on SAP Commerce Cloud. The experience enabled the new subscription model for many of the company's leading software solutions.***







# Creating customer connections that matter

Capgemini and a leading connectivity company define a unique model for digital success

Innovation needs connectivity. A global engineering partner for technology leaders in the medical, energy, and home sectors found it needed to do a better job of connecting with its small- and mid-sized customers.

## A global market opportunity

Distributors play a central role for many companies. Large accounts will often purchase straight from a manufacturer, but the majority of small- and medium-sized businesses acquire products through a network of distributors.

This global engineering company had at one time seen success with its OEM catalog site. Visitors could see standard products, specs, images, and information and then, when it came time to place an order, receive a list of distributors to fulfill it. However, customer demand for digital buying capabilities has increased exponentially, and this rigid B2B legacy site was simply not addressing these new expectations.

The company was underserving a massive market. Small and mid-size customers represented almost \$20 billion in annual market opportunity, so creating a frictionless buying experience, communicating directly with customers, and keeping distributors involved in the buying process became top priorities.

## Connecting with the customer

Capgemini's Digital Customer Experience practice was chosen to assist with bringing the client's transformational vision to life. The team created a unique digital business model that enabled direct contact between the company and small- to mid-size customers.

Capgemini's SAP delivery team first built a robust digital experience on SAP Commerce Cloud. It enables customers to buy standardized products directly from the manufacturer,

allowing the company to create and own the customer relationship while still providing distributor information for the customer.

Bold product pages showcase images, drawings, 3D models, volume-based pricing, and other content critical to the customer journey. Links to compatible parts and tooling make it easy for customers to get everything they need to install parts and build more complex assemblies, addressing an important market need. The experience also offers distributor pricing and volume, empowering the customer to shop their way.

The last piece for larger customers is fulfillment, so the company partnered with one of the largest distributors in the industry. Payment and tax solutions were implemented by Capgemini and handled by the client and, when customers place an order, the distributor fulfills it. This keeps the brand close to its customers and leverages the distributor's robust network to ensure fast, reliable delivery.

## Growing the business

The new digital experience went live in just nine months, on time and on budget. In light of the company's goal to expand its small- and mid-size markets, immediate results were encouraging: more than 50% of customers on the site were completely new to the brand.

These powerful, early numbers mean the company is progressing along its digital-transformation roadmap. International expansion is now a key goal, and the experience has been configured to support the burgeoning Chinese market. In addition, international shipping capabilities have expanded the brand's digital-commerce capabilities to Europe, Asia, and beyond.

## Results

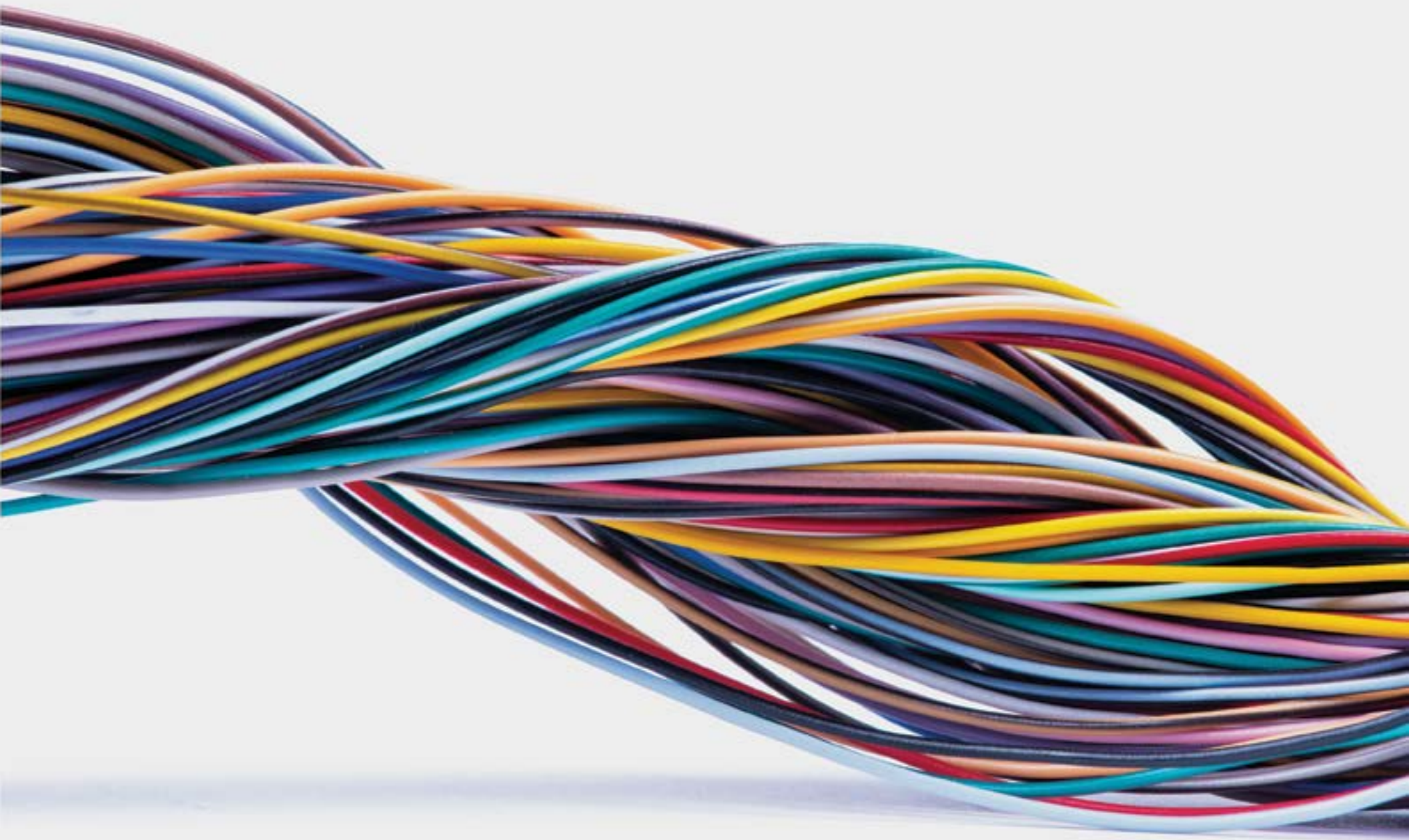
- 50% of digital buyers are new customers
- Enhanced customer and distributor engagement
- Profitable penetration of new markets and geographies
- Doubled conversion with free shipping options
- 70% drop in abandon rate due to redesigned checkout process

## Technology solutions

- SAP Commerce Cloud
- SAP S/4HANA
- Adobe Experience Manager
- IBM B2B Sterling
- MuleSoft
- LDAP/SiteMinder
- Paymetric (payments)
- Kount (fraud detection)
- Vertex (taxation)
- PayPal
- Endeca
- Lucidworks

***Capgemini's Digital Customer Experience practice brought the client's transformational vision to life by enabling direct contact between the company and small- to mid-size customers.***







# Boosting loyalty with an engaging online experience built on SAP Commerce

Capgemini helps medical supplies and equipment provider revitalize the ordering experience for customers

A leading provider of medical supplies and equipment serves smaller organizations making less frequent purchases, often online. When customers order, it is critical they can simply find what they need, check out easily, and receive products quickly.

## Legacy infrastructure and lack of back-end integration

The company's previous website platform was not fully integrated into the back-end systems, so every order received had to be manually handled and processed by the service team. Customers were also demanding better visibility on product availability and delivery dates. Internally, the client wanted to leverage its marketing and technology teams more, since changes often had to be outsourced to a third-party and took too much time. The company needed a fully integrated website.

## A revamped ordering experience

The company selected Capgemini's Digital Customer Experience (DCX) team to implement SAP Commerce and rapidly develop and deliver a new website and a superior mobile experience to tablet and smartphone users.

Customers are now able to move throughout the new site more easily and with a streamlined experience. New self-service features allow them to find what they need, understand the pricing, confirm availability, and check out quickly. In addition, a recommendation engine powered by SAP Commerce uses rich customer information and past purchase history to suggest related products. With a catalog that offers thousands of products, the streamlined shopping experience and convenience factor has increased sales.

***New self-service features allow customers to find what they need, understand the pricing, confirm availability, and check out quickly.***

While most users have a computer or two onsite for ordering, many are working on a smartphone. With the improved mobile and tablet experience, the company's smartphone users are up 40 percent, a dramatic increase from just a couple of years ago.

## Better experiences lead to loyalty

The new focus also meant that the company could revamp its loyalty programs. Customers now earn points on all products, rather than just selected ones. The promotional capabilities of SAP Commerce supported this expansion and extend to other customer actions, such as completing a survey. The updated loyalty program has been extremely successful, leading to a large increase in sign-ups and the number of points earned and redeemed.

## Driving growth

The company is able to provide a convenient and seamless ordering platform for its customers. The first six months saw a 47 percent increase in conversion rate, average order value (AOV) increased 30 percent, and the average session time increased by 90 seconds. The company has more flexibility to make changes in the back-office system and provide a better employee experience by helping sales and service teams replicate customer interactions and streams to be more effective. Today, more than half of the company's customers are traditional fire and EMS, and it is working to expand to new audiences and groups in the community-preparedness area. The market has a huge growth path and the company has seen a tremendous increase through the new site and in outbound sales activities.

## Results

- Conversion rate  
47% increase
- Average Order Value (AOV)  
30% growth
- Average session time  
90 seconds longer
- Phone users 40% growth

## Technology solutions

- SAP Commerce Cloud







# Electric utility improves customer service experiences with SAP CRM modernization

Capgemini migrates SAP Service Cloud and Qualtrics to accelerate digital transformation and enhance the customer experience

An electric utility company based in Canada is dedicated to powering a clean-energy future with performance, innovation, and service excellence.

## Ready for change

It was time for the organization to update its aging customer relationship management (CRM) system to improve the customer experience, ensure its digital environment could continue to operate at scale, and support its transformation initiatives.

The company wanted to strategically modernize its enterprise resource planning (ERP) system by implementing a cloud-based solution. There was also a business need for an enhanced approach to customer service management that was more customer-centric and aligned with its cloud-based transformation strategy.

The company established two goals for its modernization project: deploy a cloud-based CRM solution and improve the entire customer experience. The company needed a strategic partner that could deliver a secure business model and IT transformation.

## A seamless transition forward

Capgemini was chosen as the strategic partner to lead the end-to-end implementation of SAP Service Cloud and Qualtrics. This was primarily due to Capgemini's experience with customer-first SAP transformations, including solving critical customer service challenges while avoiding business impact and de-risking the pathway to migration.

***With SAP Service Cloud and Qualtrics, the organization could better serve its customers with efficiency, reliability, and resiliency.***

Capgemini worked with the utility organization across a range of activities, including:

- Integrating SAP Service Cloud and Qualtrics across the enterprise
- Migrating data from SAP CRM to SAP Service Cloud
- Ensuring solution security and compliance
- Safely decommissioning its old SAP CRM solution with zero business impact

These objectives enabled a seamless transition to the new CRM system, ensuring that the utility organization could continue to operate at scale as it evolved its digital architecture. The dual implementation of SAP Service Cloud and Qualtrics was fundamental to enabling dynamic and personalized customer service experiences.

## Enhancing efficiency with SAP Service Cloud and Qualtrics

The SAP Service Cloud and Qualtrics implementation put the organization on course towards its broader ERP transformation and complete revamp of its digital ecosystem. These applications also put the organization on track to deliver customer self-service options – a pursuit that was a top priority for the organization.

This new system gives visibility into end-to-end visibility into complaint management and customer feedback, enabling a direct link to customers and delivering faster response and resolution times. This enhanced the customer service experience.

## Results

- Improved customer service experience with end-to-end complaint management and customer feedback
- Reduced TCO and infrastructure maintenance cost
- Improved rollout times
- Reduced onboarding times for end users and agents

## Technology solutions

- SAP Service Cloud
- SAP Business Technology Platform
- Qualtrics









# Seizing the opportunity to grow

## Capgemini helps a life-sciences company expand globally

A US dental equipment manufacturer saw an opportunity to grow its international operations but was unsure if its marketing and commerce capabilities could scale for its aggressive goals.

### Expansion required an architecture change

A planning session among stakeholders from across the organization determined the company would need to modernize its marketing and ecommerce stacks to meet its globalization goals. Specifically, the task force recommended a migration from an onshore structure to a distributed offshore/onshore model that would allow the company to expand its ecommerce landscape and diversify sales channels through direct-to-consumer and other sales models. However, it soon became apparent the internal digital team and existing ecommerce service provider were not equipped to meet the company's ambitious goals.

### Finding the right expertise

The company sought a larger, more agile full-service partner that could take it through the full digital-transformation journey. It chose Capgemini based on its strong offshore delivery capabilities – specifically with digital marketing in SAP Commerce (formerly known as Hybris) and Adobe – and its proven track record with working with other life-sciences customers to scale globally through multi-cloud environments.

Capgemini worked with the dental equipment manufacturer's internal task force to migrate to the SAP commerce platform that sits across multiple data centers and public cloud environments with regions around the world. Pushing applications and capabilities closer to targeted markets in Asia and Europe would ensure a consistent experience for customers from Sydney to New

York to London while giving an expanded marketing and commerce team (up to more than 150 people worldwide) the tools and information they would need to fully serve and support a growing and increasingly diverse customer base.

### A global presence

The now-global dental equipment manufacturer was able to open new markets in Australia, New Zealand, and Hong Kong, with scheduled rollouts in the UK, Ireland, Canada, Germany, and India. It also diversified its sales models to include both B2B and B2C, driving new revenue channels and sustainable growth.

### Results

- Expanded marketing and ecommerce headcount to 150-plus resources worldwide
- Expanded internationally to promising markets in Europe and Asia
- Rolled out new sales models to diversify revenue channels

### Technology solutions

- SAP Commerce Cloud

***Capgemini enabled the dental equipment manufacturer to expand to new global markets and also diversify its sales models to include both B2B and B2C.***







# Equipping sales to meet customer expectations

Capgemini helps coating company deliver a best-in-class customer experience

A leading manufacturer and provider of coating products was under immense pressure to increase top-line growth throughout its global territories. Enabling its 200 sales and service professionals with the right customer information at the right time would create the business agility it needed to respond quickly to customer concerns and stay strong in a highly competitive market.

## Sales enablement

The company knew that it needed to act fast. The goal was to improve customer service reps' ability to understand opportunities, promote solutions and its own brands, and respond immediately to customer feedback and requests. To meet these goals, it was clear that the company would need to provide better tools for its customer-facing employees to create an efficient, collaborative work environment that's easy to navigate. The customer-service platform would also have to automatically provide data to users so they could make informed decisions quickly and in the moment.

## Creating a new Center of Excellence

The coating company worked with Capgemini to implement a new CRM system from SAP in less than 18 months, starting with gathering critical requirements from stakeholders throughout the company. Capgemini helped form a steering committee and task force while providing much-needed SAP expertise that helped fulfill full-cycle responsibility for the project, including planning, execution, training, and handover to the company's new Center of Excellence.

## 360-degree customer information anywhere

The result is a unified, efficient collaborative work environment that includes easy navigation and data-based decision-making for sales teams. This allows reps to access full customer information from the company's SAP CRM system from anywhere business takes them, whether they are on a desktop in the office, working from home or accessing customer information from their mobile device while on the road. This allows them to sell on the go and respond quickly to customer demands in an increasingly instant, agile, and digital world.

## Results

- A unified, efficient collaborative work environment
- Maximum customer-facing time
- Acceleration of the sales cycle

## Technology solutions

- SAP Sales Cloud

*Sales reps for the coating company are able to access full customer information from anywhere business takes them.*







# Aligning business teams for real-time decisioning

Capgemini helps coating company align sales, services, and marketing

A leading manufacturer and provider of coating products knew that a lean, agile business model was key to succeeding in today's highly competitive global economy. It set out to completely re-engineer its key processes to transform the global sales, service, and marketing organizations.

## Legacy processes and infrastructure

The problem was that the company was beholden to legacy technology and practices that encouraged teams to work in silos. The sales force had its own goals, strategies, and tactics that were separate from their colleagues in the service and marketing departments. High-level planning took place on a quarterly basis but alignment rarely trickled down to the workers on the front lines who were actually dealing face-to-face with customers on a daily basis.

## Breaking down silos

The company had recently worked with Capgemini to create a 360-degree view of the customer for the sales team and engaged its trusted partner yet again to extend that agility from sales to services and marketing. Capgemini worked with the company to redesign cross-team processes through SAP CX Sales, Service, and Marketing Clouds. Capgemini also worked with the company to use Cloud Platform Integration (CPI) to connect the two back-end ERP platforms to ensure all stakeholders had access to a trusted data source.

## True alignment across teams

The revamped processes and collaboration platform allows the company to better align the sales, services, and marketing teams. Now, stakeholders from across the organization can work together to contribute to enhanced sales and service experiences for customers throughout the customer lifecycle. The marketing team can now create and scale campaigns across regions and easily enable sales and service reps with the knowledge and materials they need to deliver up-sell and cross-sell opportunities. The result is an agile business model that enables real-time data-informed decision making.

## Results

- Alignment of more than 5,500 users worldwide
- 80% adoption of the solution as a single source of truth
- Projected 7-9% consequential growth in 2019

## Technology solutions

- SAP Sales, Service, and Marketing Clouds

***Now, stakeholders from across the organization can work together to contribute to enhanced sales and service experiences for customers throughout the customer lifecycle.***







# Simplifying the onboarding process

Capgemini helps agricultural company centralize and protect user identities across application ecosystem

A global food and agricultural company operating in over 60 countries needed to simplify its extensive application and IT infrastructure. Existing systems were too complex and manual, creating challenges with user onboarding, management, and security.

## Better user onboarding and management

The company wanted to protect its customers' identities and profiles by standardizing security and utilizing risk-based authentication and multi-factor authentication across all applications. The complexity of its existing environment made it difficult to onboard and manage client accounts, especially as the company looked to expand into new international markets.

## Protecting customers' identity

The company selected Capgemini to implement SAP Customer Data Cloud to create a central application ecosystem made up of multiple commerce solutions, master data management solutions, and customer portals. The solution centralized customer identity while standardizing security across the company's application ecosystem through multi-factor authentication and external federated identity via Security Assertion Markup Language (SAML). This streamlines the onboarding process and makes it easier to manage users throughout the customer lifecycle.

## Fast, seamless growth

Simplifying the management of customer authentications and profiles allows the food and agricultural company to streamline the onboarding process while reducing requirements for the business operations team. The company can now continue to scale both domestically and abroad seamlessly.

## Results

- Single identity and credentials across applications
- Standardized security controls on data and authentication for all customers across applications
- Quicker enablement of new services and applications without the need for user data migrations or management
- Enterprise consent and preference management

## Technology solutions

- SAP Customer Data Cloud

*The company can now onboard new customers quickly and seamlessly, domestically and abroad.*







# Connecting channels where it matters most

Capgemini and a national furniture retailer revitalize ordering experiences for customers

A national retail chain specializing in value furniture products recognized it needed to unite its brick-and-mortar, digital, and delivery operations to create a true omnichannel experience for customers.

## Building a roadmap to success

The furniture retailer needed to act urgently to provide customers with an elevated and multi-faceted experience.

Migrating to SAP Commerce Cloud was part of the early stages of its transformation roadmap. The e-commerce platform enabled the retailer to modernize the way it managed online sales and its digital commerce environment.

The next stage of its digital transformation was implementing the SAP Commerce Composable Storefront (Spartacus) to build a composable and headless ecommerce architecture. This upgradable, customizable web application would enable the furniture retailer to further tailor its ecommerce website to meet specific business objectives without also having to update the core commerce platform. The completely revamped digital storefront would give customers an elevated shopping experience both in-store and online.

## Tailoring to perfection

The retailer partnered with Capgemini to accelerate its implementation of SAP Commerce Composable Storefront. The first step of this migration involved a complete redesign of the existing SAP Commerce Accelerator-based storefront and a parallel implementation of SAP Commerce Composable Storefront, while providing continued operational support for the existing site throughout the project's lifetime.

The introduction of Bloomreach Discovery and Bloomreach Content marked the next step of the transformation journey into a composable architecture. Capgemini integrated Bloomreach Discovery into both the SAP Composable Storefront and the SAP Commerce Cloud platform to improve search and recommendation capabilities. Capgemini integrated Bloomreach Content to provide business content management capabilities that were independent of the commerce platform, enabling greater flexibility for targeted and meaningful content to surface throughout the customer journey.

## Bridging the virtual and the physical

The introduction of the SAP Commerce Composable Storefront combined with Bloomreach Content and Discovery created an entirely refreshed user experience for customers. The composable architecture solution greatly enhanced the online shopping experience and introduced more flexible delivery options, like scheduling and in-store pickup.

By connecting virtual and physical shopping experiences, the furniture retailer benefited from an improved customer engagement, a 13 percent increase in Product Listing Page (PLP) and Product Display Page (PDP) traffic during the first three months of operation, and improved time-to-market for new products. With this new solution in place, the retailer enhanced the way it builds shopping experiences for customers.

## Results

- Enhanced customer engagement via a new storefront
- PLP/PDP traffic increased by 13 percent in first three months of operation
- Improved search, filter, and product recommendation capabilities
- Improved time-to-market for new products and marketing campaigns due to advanced CMS capabilities

## Technology solutions

- SAP Commerce Composable Storefront
- Bloomreach Discovery
- Bloomreach Content
- SAP Commerce Cloud
- SAP Customer Data Cloud
- SAP ECC ERP
- Akamai

*With this new solution in place, the retailer enhanced the way it builds shopping experiences for customers.*







# Powering a new era of business growth

Capgemini helps a generator company transform its quoting and selling experience

A leading manufacturer of home backup generators understood that growth is essential to future-proofing its business. Unlocking growth would mean replacing its homegrown linear configuration tool, which was aging and lacked the necessary features vital to advancing its business.

## Out with the old

The generator company's legacy configuration tool created bottlenecks in sales processes that ultimately led to a reduction in profitability. It's subpar product configuration experience and lengthy quote turnaround times meant less personalization of products, and long customer journeys. It sought a platform that would enhance customer experience with guided selling, easy access to cross-sell and up-sell opportunities, and a reduction in pricing and product configuration time, errors, and manual intervention.

## A platform for success

The manufacturer selected Capgemini to deliver a single, scalable SAP CPQ (Configure, Price, and Quote) solution that housed all its offerings and could be used both domestically and internationally. SAP CPQ enables all business units to use the same product configuration platform with increased visibility, leading to more profitable and cost-competitive configurations.

Capgemini's SAP Customer Experience delivery team implemented SAP CPQ and integrated the new configuration and quoting tool with the client's existing SAP ECC Enterprise Resource Platform (ERP) using SAP Business Technology Platform's (BTP) Cloud Platform Integration (CPI), allowing all configuration and pricing data to flow from SAP ECC's Variant Configuration solution to CPQ. This greatly improved the accuracy of configurations, allowed sequences to be quoted in the CPQ tool, enhanced pricing for special items that had been previously quoted, and enabled quotes underneath a certain margin threshold to be automatically improved. These integrations also built a smooth data exchange between SAP and non-SAP products and enabled the generator company to offer variants of its products depending on customer needs.

## Ready to grow

The upgraded platform resulted in better product configuration and pricing capabilities, faster ramp-up times, and a dynamic online product portfolio. These improvements led to more efficient buyer journeys and enabled the personalization of products to meet the specific needs of the customer. The company can now concentrate on growing its business and powering homes around the globe.

## Results

- Increased product configuration and pricing capabilities
- Faster ramp-up time
- Improved sales team efficiency
- Reduction in time to configure products, provide quotes, and convert quotes to orders
- Significant reduction in quote and order configuration error rates

## Technology solutions

- SAP CPQ
- SAP BTP/CPI using Quote 2.0 iFlows
- SAP ECC with Variant Configuration

*The company can now concentrate on growing its business and powering homes around the globe.*









# Enhancing quoting processes and optimizing sales efficiency with a modern CPQ platform

Capgemini helps a cheese retailer unite sales, marketing, and pricing teams

A global cheese retailer needed to replace an existing, end-of-life Configure, Price, and Quote (CPQ) system. It used this as an opportunity to significantly improve its quoting and pricing tools to enhance business processes and connect cross-functional business units to ensure a higher quality customer experience.

The primary goals of this project were to:

- Enable accurate quoting across multiple business teams
- Automate manual pricing processes used to retrieve and update commodity market pricing
- Extend SAP CPQ to support both commodity pricing and customer specific pricing attributes
- Calculate market averages and customer price conditions, and feed this data to SAP ECC to ensure pricing accuracy
- Improve sales reporting accuracy

## Dealing with deficiencies

One of the cheese retailer's biggest challenges was overcoming the deficiencies that surrounded its legacy CPQ system. These shortages highlighted the need for a new platform that would speed the sales cycle, efficiently support current business practices, eliminate manual intervention in quoting and pricing, and provide accurate pricing and cost data throughout the quoting process.

The retailer needed to implement an entirely new platform that could enhance key processes in sales, marketing, and pricing to achieve its goal of revitalizing the quoting experience for its sales team.

## A fresh start

The company selected Capgemini as a strategic partner. Capgemini's SAP Customer Experience delivery team built and implemented an enhanced SAP CPQ solution to address these deficiencies. The software was integrated with the existing SAP ECC Enterprise Resource Platform (ERP) and enhanced the architecture to provide multi-tier pricing and margin visibility. The team integrated UiPath's Robotic Process Automation software into the company's digital ecosystem to enhance overall pricing accuracy by automating the retrieval of commodity market pricing data from various sources and providing real-time pricing updates to SAP CPQ. This freed up their teams to instead prioritize innovation and customer engagement.

## A brighter path forward

The implementation of SAP CPQ and the integration with SAP ECC along with the RPA functionality increased sales efficiency and productivity. The new platform enabled the enterprise to boost productivity by unifying sales, marketing, and pricing teams, providing a more robust foundation for collaboration.

## Results

- Significant improvements to efficiency of sales and pricing teams
- Clearly defined business processes with unified flows across sales, marketing, and pricing teams
- Significantly reduced quote-to-order time with improved quote management processes and automated approvals
- Enhanced architecture for multi-tier pricing and margin visibility
- Greatly improved sales reporting accuracy

## Technology solutions

- SAP CPQ
- UiPath Robotic Process Automation
- SAP ECC
- SAP PI/PO

***The new platform enabled the enterprise to boost productivity by unifying sales, marketing, and pricing teams, providing a more robust foundation for collaboration.***





## About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

Learn more about us at

[www.capgemini.com](https://www.capgemini.com)



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