



Capgemini and Pega deliver Recall solution

Manage recall processes and optimize customer retention and satisfaction

Product recalls are never ideal, and their impact on customer satisfaction is often direct and significant. From initial communications with customers and stakeholders to effective management of process flows, product recalls ask a lot of your organization. Since 1985, the global auto industry has averaged more than one recall for every car produced, so chances are that your business has felt the impacts of a recall firsthand.

The challenge lies in quickly handling recall procedures while maintaining the highest degree of customer satisfaction. When existing recall processes don't meet ever-increasing stakeholder expectations, disconnects across your business, suppliers, and existing customers can transform into massive issues.

Capgemini and Pega have partnered to build recall solutions specifically geared towards your market. We work to centralize normally disparate and isolated data to provide actionable insights into your supply chain, recall processes, and customer satisfaction strategies.

Our methodology

1

Investigate and remediate. Understand gaps and problem areas with your recall processes and build targeted solutions and communications to address them

3

Setup campaign. Deliver a 100% self-service solution to empower business users to control the recall experience and utilize the data they need, such as vehicle identification numbers

5

Manage campaign. Pull customer data from multiple sources to ensure communications are delivered across channels and geographies and updated in real time

2

Create campaign. Build a data-driven outreach program to inform customers about the item being recalled, and tie in relevant systems of record

4

Launch campaign. Kick off outreach and internal processes to quickly and effectively collect and/or service the recalled items and clearly communicate with customers through personalized portals for customers, dealers, and stakeholders

6

Complete campaign. Ensure compliance with all recalls and begin pulling together information to inform and optimize any future recall campaigns

Capgemini and Pega Recall deliver

- **Automatic campaign creation** and setup
- **Data centralization** to provide a true 360-degree customer view
- **Integration** with dealer and customer portals
- **Social listening**, customer sentiment analysis, and workflow optimization
- **Simultaneous targeted campaign launches** for customers, dealers, and internal stakeholders
- **Comprehensive audit logs**, analytics, and reporting.



Why Capgemini?

- **A decade-long history of consistent award-winning performance as a Diamond Pega Partner with many innovation and delivery awards.**

- 2019 Pega Partner Award for Excellence in Growth and Delivery
- 2018 Pega Partner Award for Excellence in Accelerating Growth
- 2017 Pega Partner Award for Excellence in Driving Growth
- 2017 Stevie Award – IT Team of the Year (Cisco-Capgemini-Pega)
- 2016 Pega Partner Award for Excellence in Driving Growth

- **4,500+ global Pega practitioners**

- 1,250+ certifications

- **Collaboration with Pega on joint solution application development**

- **Large repository of business-process models**

- **Rich technology expertise supported by solution accelerators and toolkits**

- **A deep understanding and expertise in key industries:**

- Automotive
- Financial services
- Consumer products and retail
- Healthcare
- Public service
- Life sciences
- Manufacturing
- High tech
- Technology, Media, and Telecommunications

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 (about \$15.6 billion USD at 2018 average rate).

Learn more about us at

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People matter, results count.

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