



Capgemini digital ecosystem assessment

Uncover deep, actionable insights across your digital channels

Success in the experience economy comes down to context. Understanding how and why your customers interact with your brand and benchmarking against your competition are the only ways to effectively create and deliver engaging experiences.

Enter the Capgemini digital ecosystem assessment. Designed with omnichannel-specific needs in mind, this assessment documents and details the journey your customers take throughout their engagement with your brand. Moments and touchpoints are analyzed to reveal insights that will fuel digital-transformation success.

The assessment examines connections and interactions between external-facing digital properties, brand positioning, channel-specific customer engagement, and omnichannel consistency. It encompasses every component of the end-to-end digital customer journey: awareness, interest, consideration, purchase, and ongoing service and engagement.

Capgemini utilizes battle-tested methodologies and its unrivaled expertise to illuminate your customers' journey and extract optimal value from the information therein. After just a few weeks, businesses have a deeper view into the alignment between the customer experience and journey. The assessment also produces a clear optimization plan and outlines strategic next steps.



Value drivers

- Data-driven insights to define priorities and establish goals
- Relevant interactions in every moment of the customer journey
- Enhanced, seamless omnichannel experiences
- Improved brand loyalty and engagement
- Increased speed-to-market for optimizations and enhancements



Industries

- Retail
- Consumer goods
- Manufacturing
- Automotive
- Life sciences

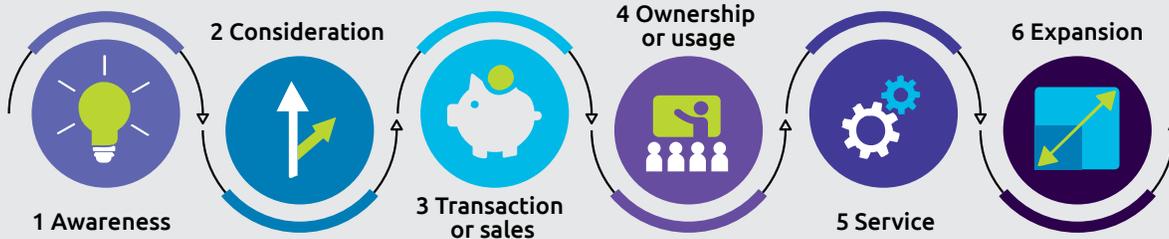


Features

- Competitive experience comparison
- Best-in-class benchmarking
- Detailed action plan for experience enhancements
- Site and user-experience (UX) assessment
- Understanding of how to solve customer needs in real-time
- Illumination of additional digital opportunities

The assessment

The Capgemini digital ecosystem assessment dives into every stage of the customer journey and looks at 40 different areas. All public-facing properties, channels, and content – for your brand and your competition – are analyzed and benchmarked to identify areas for opportunity or leadership.



1 Awareness

- Findability
- Available channels
- Presence and activity within channels
- Content and media
- Thought leadership
- Brand reputation
- Hours and availability for offices, retail locations, dealerships, etc.

2 Consideration

- Product or service positioning
- Changing operating models (D2C)
- Acclimation
- Product experience
- Test drives
- Click to chat
- Trial offers or test drives
- Retail or dealership specific services

3 Transaction or sales

- Paths to monetization
- Incentives
- Rebates
- Financing
- Subscriptions
- Bundles
- Product or service delivery
- Expectation management online vs. in-person

4 Ownership or usage

- Overall ownership experience
- Product or service set-up and personalization
- Support and training
- Pro-active or pre-emptive
- Maintenance and service messaging
- Personalized or differentiated treatment

5 Service

- Warranties
- Pick-up and delivery for service
- Available channels for customer service
- Responsiveness
- Customer satisfaction

6 Expansion

- Brand outreach
- Ownership communities, activities and offers
- Ongoing communication with owners
- Offers and incentives for upgrades, accessories, new products, services, etc.
- Referral and growth campaigns

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. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of \$18.5 billion.

Learn more about us at

www.capgemini.com

The information contained herein is provided for general informational purposes only and does not create a professional or advisory relationship. It is provided without warranty or assurance of any kind.

People matter, results count.

© Copyright 2020 Capgemini America, Inc.

Note: current conversion is €1 to \$1.09 (4/1/20)