

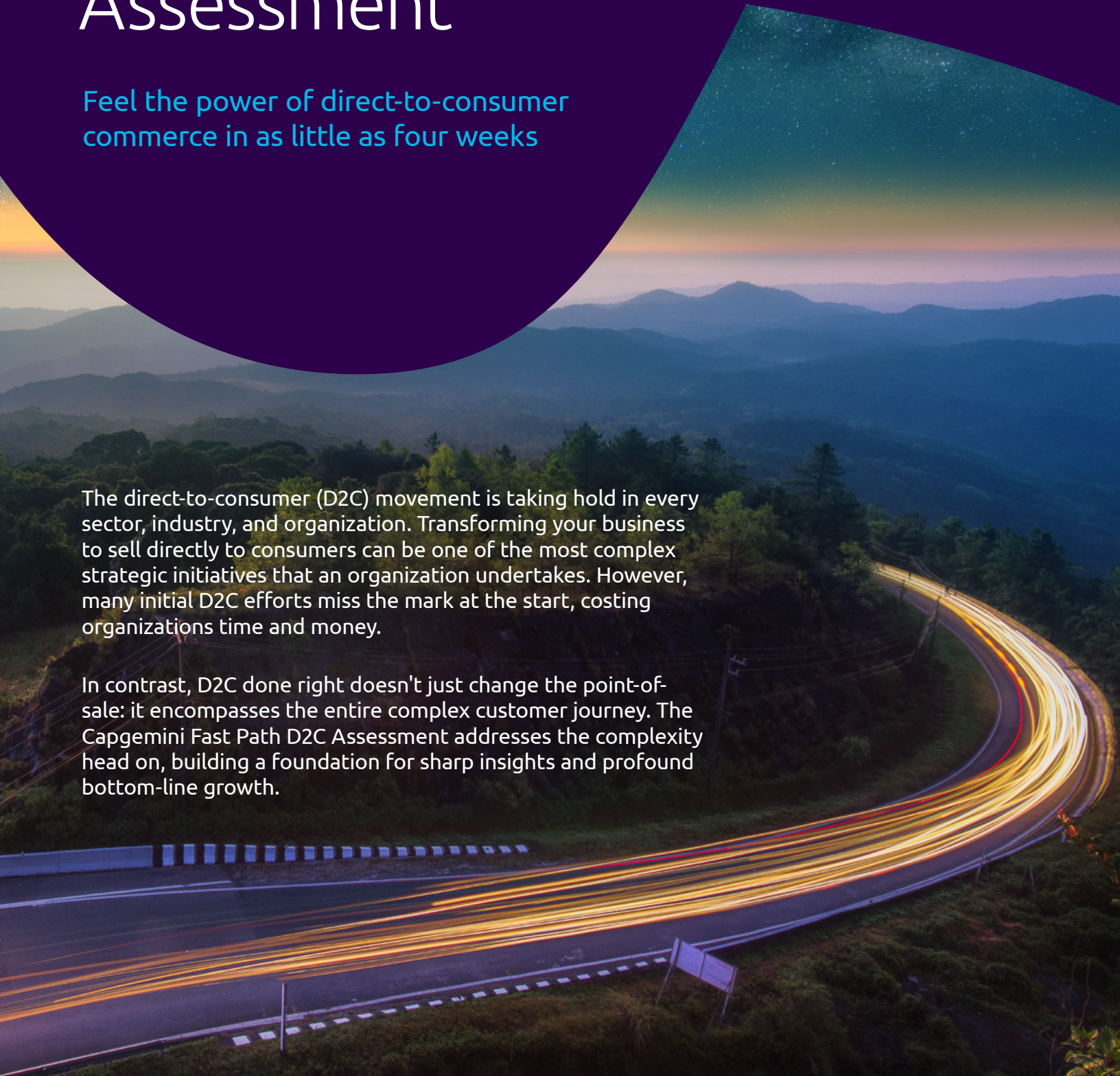
Capgemini **Fast Path D2C** Assessment



Feel the power of direct-to-consumer commerce in as little as four weeks

The direct-to-consumer (D2C) movement is taking hold in every sector, industry, and organization. Transforming your business to sell directly to consumers can be one of the most complex strategic initiatives that an organization undertakes. However, many initial D2C efforts miss the mark at the start, costing organizations time and money.

In contrast, D2C done right doesn't just change the point-of-sale: it encompasses the entire complex customer journey. The Capgemini Fast Path D2C Assessment addresses the complexity head on, building a foundation for sharp insights and profound bottom-line growth.



D2C involves every aspect and touchpoint of the lifecycle between the business and the consumer, which brings a level of complexity. Consumers want their experiences to be real-time, frictionless, personalized, contextual, trusted, proactive,

and to provide an option for contactless. Businesses are searching for D2C engagements with a 360-degree view plus efficiency, relevance, automation, and growth.

The D2C business and consumer lifecycle



We tailored this assessment and our proven methodologies to help businesses get on the path faster for D2C, making it a quick win.

Our approach:

- A comprehensive process for accelerated launch schedules with low implementation costs
- Utilize user-experience best practices and leading implementation methodologies
- Provide complete analytics integration to support experience optimization
- Build a solution architecture that includes all aspects of connecting your organization to the consumer
- Define capabilities needed and a solution approach based on organization and market maturity
- A two- to four-week assessment, with D2C impacts felt in six to 12 weeks.

Fast Path D2C Assessment encompasses:

- Defining a high-level future vision
- Evaluating the current state of data, tech, and operations
- Creating a gap analysis
- Developing an initial customer journey
- Providing a Digital Readiness for D2C Readout.

The Fast Path Assessment will deliver a robust, achievable D2C activation plan customized to business needs.

The Capgemini Strategic Framework

The Capgemini Strategic Framework brings together elements across complex business environments throughout the transformation lifecycle. This ensures every aspect of the customer experience is unified and seamless for customers, employees, and partners when adding a D2C model.

Digital excellence is a union of strategic vision and decisive execution. Capgemini's leading D2C framework and full complement of accelerated solutions brings these concepts together, enabling you to not only reimagine your D2C possibilities but rapidly make them a reality.

1 
Vision

2 
Value

3 
Architecture
and technology

4 
Change

5 
Plan

6 
Deliver

For more information please contact:

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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 \$20 billion.

Learn more about us at

www.capgemini.com

Note: current conversion is €1 to \$1.18 (8/15/20)

People matter, results count.

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