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- NEWS ALERT-

Prosodie-Capgemini redefines customer care experience with new mobile cloud application

Prosodie-Capgemini announces new SmartCall solution built on the Salesforce Platform, delivering advanced mobile customer service capabilities to customers

Paris, San Francisco, 22 May 2013 – Prosodie-Capgemini has today announced the SmartCall mobile customer service application to all customers currently using Odigo Voice solutions from Prosodie-Capgemini. Built on the Salesforce Platform, the world's leading cloud platform for social and mobile business apps, SmartCall enriches Interactive Voice Response (IVR) applications by extending access to customer care agents from any smart device, via voice, chat and other social media, directly into the contact center. This new mobile application further extends the salesforce.com and Capgemini alliance, which already includes solutions for Financial Services and Retail industries.

Unlike traditional Interactive Voice Response (IVR) systems, SmartCall is a ground-breaking mobile application that enables customers to connect with agents in a new, easy and innovative way. This new visual IVR solution allows customers to see the wait time to speak to an agent, join the hold queue without waiting on the phone, chat with agents, or to have the system call them when the next agent is available. SmartCall enhances Prosodie–Capgemini's established IP solution, Odigo, that manages multi-channel customer interactions (voice, mail and web) completely in the cloud. SmartCall along with Odigo, allows businesses to optimize the number of agents responding to customers with a high level of flexibility and efficiency for increased customer satisfaction.

Guillaume Gozlan, CMO and CTO of Meilleurtaux.com said**:** *"We are currently using both solutions - Salesforce and Prosodie-Capgemini - and we have seen how they perfectly match together on a daily basis. We are also very excited to see the richness of the future components like SmartCall that will be available very soon. We are sure that this approach will provide a valuable and innovative experience for our customers and therefore a better chance to increase their satisfaction "*

Nicolas Aidoud, CEO of Prosodie-Capgemini said: *"This announcement opens up a new innovative roadmap for our solutions that integrate with Salesforce, including features such as Smart Call, natural language, voice payments and speech analytics: all components of the ODIGO solution. We look forward to continuing to nurture our relationship with salesforce.com and the solutions we deliver to customers as part of our growing global footprint."*

Alex Dayon, President Applications and Platform at salesforce.com commented: *"We are delighted to see Prosodie-Capgemini continue to deliver innovative solutions that align with our vision to deliver exceptional customer service on any device, anytime and through any channel. Postioned as a leader in Gartner's 2013 Magic Quadrant for CRM Customer Engagement Center[1]*, salesforce.com is committed to working with partners like Prosodie-Capgemini to provide customers with the tools they need create deeper connections with customers and accelerate their transformation into customer companies."*

Connect in Entirely New Ways with Social and Mobile Cloud Technologies

The world is in the midst of a mobile and social revolution that is fueled by the 1.7 billion mobile devices in use and with 4.5 billion people connected to social networks. Now, every customer has a voice through social and mobile technologies and they are demanding more and better service, delivered through every conceivable channel. Recently, positioned as a leader in Gartner's 2013 Magic Quadrant for the CRM Customer Engagement Center"[2]*, salesforce.com is empowering organizations to harness the power of mobile and social cloud technologies to transform into customer companies by offering amazing service to customers anywhere, on any device and through any channel.

The integration of SmartCall and Odigo with Salesforce addresses this need, providing a seamless experience for customers, raising customer satisfaction while also empowering companies to create deeper connections with their customers. SmartCall is currently available in beta, and will be available by the end of July.

The SmartCall solution will be demonstrated during the Salesforce Customer Company Tour event in Paris on May 23rd, 2013. Capgemini is a Platinum sponsor of the event.

For more information on Capgemini solutions for Salesforce log onto:
www.capgemini.com/salesforce

For more information on Smartcall log into:
http://www.youtube.com/watch?v=fT0hcTcFEg4

For more information on ODIGO log into:
http://www.youtube.com/watch?v=k_41Ar4DzwA

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[1] Gartner Inc.: "Magic Quadrant for the CRM Customer Engagement Center," Michael Maoz, 13 May 2013*
[2] Gartner Inc.: "Magic Quadrant for the CRM Customer Engagement Center," Michael Maoz, 13 May 2013*

About Prosodie-Capgemini
A subsidiary of the Capgemini Group since July 2011, Prosodie-Capgemini designs and hosts front-office services for major accounts. Prosodie-Capgemini's offers are based on innovative proprietary technologies, and provide a solution for each step of the digital user journey. These cloud-based, real-time services benefit from a highly secure, 24/7 platform. Prosodie-Capgemini draws on the Group's international reach to deploy its offers portfolio in collaboration with the other Capgemini businesses. Prosodie is present in France, Spain, Italy and Benelux.

About the Salesforce Platform and the AppExchange
The Salesforce Platform is the world's most trusted and comprehensive cloud platform for building social and mobile cloud apps. It powers Salesforce CRM, more than 3 million custom apps built by customers and more than 1,800 apps developed by partners in its ecosystem. Apps built on the Salesforce Platform can be easily distributed and marketed through salesforce.com's AppExchange.

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