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Capgemini Launches Insight-Driven Digital Assets to Serve Growing Need for Interactive Information Services

*Driven by digital demand from Gen Y¹ Banking and Insurance Customers
Capgemini launches new interactive websites and Mobile App to help Bankers and Insurers explore and analyze industry and customer data*

Paris, New York – May 27, 2014 – [Capgemini](#), one of the world's foremost providers of consulting, technology and outsourcing services, today announced the launch of three new interactive websites, and a thought leadership driven app in response to Banker and Insurer demands to mine through the sea of customer data available today, with the goal to stay close to the reality of changing customer preferences for products, channels, transactions and new digital services. Available now, Capgemini has launched these new digital channels in direct response to market demand for timely, digestible industry and customer data that enables custom exploration and analysis to meet specific needs for market segmentation, multi-year trending, and geographic comparisons on a global, regional or local level.

For banks, insurers, and wealth management firms, access to the latest market data on customer preferences and behaviors provides important market insights that help shape strategies for business development, new market entry, customer servicing, and business process transformation. Other aspects built using data from Capgemini's exclusive surveys of almost 37,000 customers, provide unique insights specifically into customer preferences for internet, mobile, phone and other channel usage via websites for the [World Retail Banking](#), [World Insurance](#) and [World Wealth](#) Reports. These sites feature visual and interactive data as well as infographics and videos, allowing users to take a deeper look at the latest customer trends, and build dynamic charts that can be customized to let users examine data across countries and regions.

¹ Generation Y (Gen Y) is the tech-savvy population born between 1980 and 2000.

Capgemini's new [Financial Services Insights App](#) for the iPad also provides access to the company's industry thought leadership on the following topics: retail banking, cards and payments, risk and compliance, wealth management, life and pensions, property and casualty, and capital markets. Together, the new interactive website and iPad app provide new ways for those serving the banking, insurance and wealth management industries as well as financial analysts, media and researchers to access valuable independent insights into the latest financial services industry trends.

Capgemini offers financial services research data in the following areas:

- The World Retail Banking Report website, www.worldretailbankingreport.com, features the latest 2014 data on the preferences and behaviors of retail banking customers, exploring channel usage across internet, mobile, branch, ATM or phone and customer experiences with credit card, account, loan, and mortgage products.
- The World Insurance Report website, www.worldinsurancereport.com, examines insurance customer experience trends among life and non-life insurance customers across 30 countries, including how customers perceive quality of service, with two years of claims, underwriting, operations and acquisition efficiency ratios, including the latest 2014 data.
- The Capgemini and RBC World Wealth Report website, www.worldwealthreport.com, provides market sizing, investment allocations, behaviors and preferences for high net worth individuals (HNWI), along with population and wealth data across 71 countries.

"These new dynamic digital assets represent the next generation of financial services thought leadership, where we take clients well beyond a single report to provide a deep dive into customer preferences and industry insights with data that allows for detailed exploration and interaction to ultimately help shape how our clients serve the needs of their customers," said [Jean Lassignardie](#), Chief Sales and Marketing Officer, Capgemini Financial Services Global Business Unit.

About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, [the Collaborative Business Experience™](#), and draws on [Rightshore®](#), its worldwide delivery model.

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About Capgemini's Financial Services Global Business Unit

Capgemini's Global Financial Services Business Unit brings deep industry experience, innovative service offerings and next generation global delivery to serve the financial services industry. With a network of 21,000 professionals serving over 900 clients worldwide Capgemini collaborates with leading banks, insurers and capital market companies to deliver business and IT solutions and thought leadership which create tangible value. More information is available at: www.capgemini.com/financialservices.

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