

CustomerConnect Retail

Happy customers only.

Today's customers have more choice than ever. Make sure they choose you.



CustomerConnect Retail is about opening your organization up to your customers, promoting conversations and being transparent.”

Against a constantly evolving digital backdrop, the ways in which people buy things are also changing fast. Already, they are making far better informed choices than in the past, and they can shop virtually anywhere.

The behavior of today's typical customer presents a huge challenge for retailers – whether they are sharing experiences on social channels, or even just asking questions that involve different departments. The same behavior also constitutes a huge opportunity for those retailers that are able to take it.

The challenge – and opportunity – is to build loyalty by giving customers the experience they want. That requires coherent, detailed knowledge about the customer, whereas current knowledge tends to be fragmented and inaccessible. In addition, retailers need tools and processes that empower them to converse with customers across all channels, and adapt to rapidly changing preferences.

Capgemini's CustomerConnect Retail addresses this challenge and opportunity by pulling together information from multiple sources to create a single, coordinated view. This enables retailers to engage in conversations with their customers via the channels of the customers' choice. Retailers can also manage what is being said about themselves across social channels. In short, they can do everything that is necessary to maintain positive customer relationships.

Backed by our expertise in the retail sector, in customer experience and in business transformation, CustomerConnect Retail will help you interact with your customers in the ways they want, now and in the future.

People matter, results count.



Social networking facts

- 53% of active social networkers follow a brand.
- In May 2011, US Internet users spent more time on Facebook than on Yahoo, Google, AOL and MSN combined.
- Active adult social networkers are 47% more likely to be heavy spenders on clothing, shoes and accessories.

Source: Nielsen, Social Media Report, Q3 2011

Customers have a choice

To provide the best possible customer engagement, retailers need to coordinate customer experience across all of their sales and service channels. A customer should be able to query an online order in a shop, or ask for support via Twitter, without having to negotiate the barrier of traditional customer service systems and processes.

Customers are also more connected now than ever before: for example, 50% of the UK's mobile Internet traffic is said to be Facebook-related¹. When it is so easy to share information, organizations can be publicly – and instantly – shamed or praised for their service. What is more, 90% of people say they trust peer recommendations², making it vital to leave your customers with a positive impression of each interaction.

At present, however, many retailers, particularly “bricks-and-mortar” ones, are struggling to give customers the experience they want. The challenge is that when a customer enters a store, the retailer is not able to engage with them on the customer's own terms (as opposed to pushing generic marketing material at them).

The challenge here is that the information the retailer has about the customer tends to be fragmented over a number of different systems, so that interactions on different occasions, and in different channels, are not linked up. A transaction may look simple from the customer's perspective, yet be so complex for the retailer to process that the customer ends up getting passed from one department to another. Worse still, each time they may have to repeat the same information about themselves and their requirements.

Another difficulty is that retailers' information also tends to be organized around products and processes – “this is who we've sold it to”. This traditional way of looking at information makes it hard to give customers the experience they want. For that, information needs to be organized around customers – “these are the interactions and conversations we've had, regardless of whether we were selling soap or a mobile phone.”

CustomerConnect Retail makes you the customers' first choice

CustomerConnect Retail is designed to help retailers understand and engage their customers more effectively. Our approach pulls together data from all available sources to create a single, coordinated view of the customer. This gives you the knowledge to deliver a personalized service, and one that is consolidated and consistent across all channels.

CustomerConnect Retail allows our retail clients to create a market-leading customer service experience. It draws on all of Capgemini's experience and expertise – in the retail sector, in customer experience, in business transformation, in technology, and more.

A typical CustomerConnect engagement has three main elements:

- We work with your stakeholders to understand your business issues and define a strategy for success.
- We implement Salesforce.com, a cutting-edge Software-as-a-Service (SaaS) platform that is adaptable and scalable. We maximize benefits offered by Salesforce.com's market-leading social enterprise products, including Radian6 and Chatter.
- We integrate your customer experience layer across your company's systems and processes, making sure that your organization is ready to deliver exceptional customer experience over any channel.

CustomerConnect Retail enables retailers to make sure that they are their customers' first choice, by engaging them the way they want to be engaged. It also enables customers to be marketed to in a way that is more useful to them, with relevant and timely information.

1 Erik Qualman, 39 Social Media Statistics to Start 2012, <http://www.socialnomics.net/2012/01/04/39-social-media-statistics-to-start-2012/>

2 Erik Qualman, 39 Social Media Statistics to Start 2012



CustomerConnect brings the advantages of SaaS to retailers and customers

- Enables you to interact with customers in the ways they prefer, now and in the future
- Keeps pace with cultural trends like social networking, as well as technology trends
- Available to users via a web browser (no installation needed)
- Quick to deploy, and instantly scalable
- Low up-front costs, then pay only for what you use.

CustomerConnect wins customers' loyalty

CustomerConnect Retail is about opening your organization up to your customers, promoting conversations and being transparent. In response, customers will engage more closely with your company and become confident about the level of service they will receive.

CustomerConnect also allows you to adapt to your customers' shifting preferences as to how they want to interact with you. That positions you to maintain their loyalty in the future. Loyal customers will not only return to buy more, but may also become "connected customers" who will recommend you to their social networks as well as to offline friends.

These connected customers now present a major opportunity. For example, online communities are proving to be powerful tools where customers help to answer each other's queries and increase each other's engagement, at the same time reducing the burden on customer service departments.

Some communities have demonstrated staggering engagement levels: there is one famous example of a customer who has single-handedly responded to over 45,000 community customer support queries³. Some companies are reporting support cost reductions of the order of 15% from this type of customer participation.

Why Capgemini?

We are experts in improving customer experience, delivering leading-edge software-as-a-service solutions, and leading innovation and change in business. CustomerConnect is a complete customer-centric view that builds on all our experience.

In partnership with Salesforce.com, we have delivered business solutions to over 50 clients, successfully completing some of the world's most challenging SaaS projects to date.

Capgemini has been implementing cloud solutions since 2007. Our experience spans business transformation, service selection, development, configuration, integration, and data migration. We have one of the largest dedicated SaaS practices of any global systems integrator.

Track record

Logistics group

Capgemini is helping this client to transform its business and consumer online services, reduce annual website IT costs, and support expansion and diversification without the delays and expense of traditional IT. The cloud technology used can be readily reconfigured to help launch new business ventures and bring new services to market.

International furniture retailer

This organization has appointed Capgemini to run its retail systems and e-commerce operations globally. We are helping to ensure that systems are agile enough to keep pace with changing customer needs and with retail sector innovation.

Major UK organization

We built a new online platform for this organization and helped it to migrate from the previous one. The site provides a wide variety of e-commerce services for four brands. It attracts 10 million unique visitors a month and processes 50,000 order transactions a day.

³ <http://forums.logitech.com/t5/user/viewprofilepage/user-id/32?user.id=32>



About Capgemini

With more than 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 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.

Learn more about us at

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