

# ClientAssist: Engage Customers Across Clicks and Bricks to Improve Sales and Loyalty

Capgemini's retail clienteling solution helps store associates upsell and deliver a better and more intimate level of customer service, resulting in increased shopper satisfaction and loyalty.



New technologies have profoundly changed shopper behaviors, leading to a fundamental shift in the retailer-customer relationship: Customers are now in control.

In this environment, retailers can no longer compete just on price or product to drive sales. They must provide a personal, relevant and consistent experience across all channels for customers today to prevent losing them tomorrow. The role of stores will remain important – but it needs to change in order for retailers to leverage the interactions that also take place outside the store.

Unfortunately, a large number of today's store interactions are uninspired and uninformed, compared with the experiences customers get in the digital world. Many store visits don't lead to sales and do not build a relationship between the retailer and the customer. Many customers have different in-store experiences, compared with their digital interactions with the same retailer. In fact, more than half of shoppers surveyed in Capgemini's "Digital Shopper Relevancy Study" said that most retailers are not consistent in the way they present themselves across channels.<sup>1</sup>

At the same time, technology developments provide enormous opportunities for retailers to change this – for example, via mobile location-specific services, integration of many relevant data sources and enablement of consumer communities.

1 "Digital Shopper Relevancy: Profiting From Your Customers' Desired All-Channel Experience," Capgemini, 2012

## What is Clienteling?

Clienteling is a capability to manage personal customer engagement in a way that drives traffic to your store, provides an exceptional in-store shopping experience and keeps your customers coming back for more.

*Personalized purchase recommendations based on previous consumer interactions can increase conversion rates by as much as*

**20%.**

Source: "Click2Stores: How Can You Drive In-Store Traffic Through Digital Services?" Capgemini Consulting, 2012

What if you could transform your customers' in-store experiences so they are engaging, relevant and inspiring? What if you could create differentiated "moments of truth" to drive customer loyalty and advocacy for increased profitability? And what if you could seamlessly connect the online and offline worlds, providing your customers with a true all-channel experience?

Now you can – with ClientAssist, a retail clienteling solution powered by Capgemini in collaboration with salesforce.com.

### ClientAssist Delivers High-Value Benefits

ClientAssist brings together in-store and digital customer engagement, helping to generate more sales and improve customer satisfaction and loyalty. These benefits derive from three key ingredients:

- 1. A single unified customer view:** At the heart is a 360-degree view of your customers. This allows your employees to view recent customer interactions, as well as past purchases, personal preferences, loyalty and social media interactions.
- 2. Empowerment of store employees to provide personal service:** ClientAssist provides your employees with the right tools to deliver a differentiated, more intimate level of customer service.
- 3. Connection with other customers and communities:** The solution enables customers to serve themselves using tools such as smartphones or in-store digital signage or kiosks on their own terms to connect with the broader customer community, thereby creating brand advocates and evangelists.

By combining these ingredients, ClientAssist offers a number of capabilities to enhance the customer experience.

**Retail in-store mobility:** These powerful mobile applications tap into your cloud systems to put the power of CRM, social and purchase data into your front-line employees' hands so they have it available for more productive customer interactions.

**Engaging social presence:** This feature enables you to tie your customer and product data into your brand's online presence. This provides the capability to link your company's social presence with what your customers are doing and saying, so you can be more responsive and in tune with their needs.

**Integrated marketing campaigns:** By directly linking marketing campaigns to marketing automation software you have greater insight into personalized offers – what, when, where and to whom they were made, as well as their impact on sales.

**Actionable customer insight:** This capability enables you to more effectively interact with your customers to understand their preferences and shopping habits. This makes it possible for you to tailor offerings, loyalty rewards and interactions based on each customer's unique set of preferences and online actions.

### Taking a Customer-Centric, Store-Focused Approach

ClientAssist is all about organizing true clienteling capabilities in the store and making store employees successful by delighting their customers. This approach is designed to address growing issues like showrooming by creating differentiated moments of truth, the critical points when shoppers make their choices.

Capgemini's Clienteling Framework provides the relevant tooling to enable this approach. The framework, which is connected to the salesforce.com Force.com platform, empowers store employees with the means to provide a truly personalized service to their customers, based on a single view of the customer, enabled by advanced analytics.

To create a solution that supports your specific business goals and needs, the starting point is a "Rapid Innovate" event, which brings acceleration, innovation and alignment. In this two-day facilitated session we bring together all relevant stakeholders to jointly design and mobilize effective clienteling capabilities. A Rapid Innovation team builds the solution prototype, leveraging our Clienteling Framework.

## Managing Cross-Channel Synergy

Successful all-channel retailers are able to effectively manage the synergy between physical stores and online interactions (for example, by measuring channel performance and customer value across channels). ClientAssist helps companies achieve this synergy, which can lead to greater in-store conversion, more products purchased (via cross- and upselling), and improved customer experience and satisfaction in the store.

## Capgemini and salesforce.com: Harnessing the Power of Partnership

Capgemini and salesforce.com can help you become a competitive customer-oriented company with redefined customer experiences, operational processes and business models. ClientAssist combines Capgemini's understanding and experience in retail, business strategy, process improvement and technology implementation, with salesforce.com's cutting-edge Force.com platform.



# OUT OF 94%

*of customers who visit the store for their purchases,*

# 72%

*have already had a digital experience before completing their purchases.*

Source: "Click2Stores: How Can You Drive In-Store Traffic Through Digital Services?" Capgemini Consulting, 2012

ClientAssist provides store associates with detailed customer information, such as recent purchases, wish lists and recommendations, and integrates social media channels in order to pull posts, likes and tweets. This insight makes it possible to provide a more engaging, relevant and inspiring customer experience.

*In a survey conducted with more than 1,000 North American shoppers,*

# 48%

*indicated that helpful store associates motivated them to spend more in-store.*

Source: "Holiday Shopping Study,"  
Motorola, December 2012

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As a Platinum Cloud Alliance partner of salesforce.com, Capgemini is among an elite group of innovators working with the latest cloud technologies to transform all aspects of your business.

By extending, integrating and personalizing functionalities from the salesforce.com Sales, Marketing and Service clouds and leveraging the Force.com platform, we help you create new interactions in the ways customers prefer, now and in the future.

Together Capgemini and salesforce.com have successfully completed some of the world's most challenging Software-as-a-Service (SaaS) projects to date.

ClientAssist is part of Capgemini's All-Channel Experience service offering. An All-Channel Experience enables you to act in exactly the right way at exactly the right moment across all channels. It gives you the latest technology and capabilities so you can orchestrate individual customer relationships. All-Channel Experience helps you create differentiated moments of truth to help drive shopper loyalty, advocacy and, ultimately, increased long-term profitability.

## About salesforce.com

Salesforce.com is the world's largest provider of customer relationship management (CRM) software. For more information about salesforce.com (NYSE: CRM), visit: [www.salesforce.com](http://www.salesforce.com)

The Certified Salesforce Fullforce Program is a new industry focused initiative that enables salesforce.com partners to go to market with specialized solutions that drive customer transformation across a number of key industries. A key component of the Salesforce.com Cloud Alliance Program, the Fullforce initiative recognizes partners who achieve sales and delivery objectives with validated Salesforce implementation expertise and success in product categories or select industries including Communications and Media, Financial Services, Health Care and Retail and CPG. Capgemini is a certified Fullforce solution partner for the retail industry.



## About Capgemini

With more than 130,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 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  
[www.capgemini.com](http://www.capgemini.com)