

Customer Transformation Business Value Study



Quantify the Business Value of an Investment in CRM/CSS Transformation

Most financial services (FS) firms are maintaining Customer Relationship Management (CRM) systems and Customer Service Systems (CSS), which were designed many years ago to support the business processes of marketing and customer service organizations. With the emergence of interactive websites, mobile computing and social media, customers are now choosing to interact with their financial institutions differently than in the past, blurring the boundaries between the two traditional front-office operations and the legacy applications supporting them. Transforming operations to better serve customers—whenever and however they choose to interact—has a significant impact on retention and loyalty, according to the [World Retail Banking Report 2016](#).

Capgemini, a Salesforce-Certified Fullforce Industry Master in Financial Services, has teamed with Salesforce to offer a Customer Relationships Business Value Study to quantify the ROI that can be earned by transforming their current CRM and CSS applications environment to support customer-centric operations.

The Capgemini-Salesforce Business Value Study

During this study, Capgemini and Salesforce experts will:

1. Clearly define your customer-services business opportunities
2. Quantify the business value/ROI the proposed solution will deliver
3. Provide you with a detailed roadmap for transforming your existing CRM/CSS applications systems to take full advantage of your business opportunities

There is no fee for this study

Knowledgeable representatives of your organization will participate in Salesforce Spark worksessions led by Capgemini and Salesforce subject matter experts.

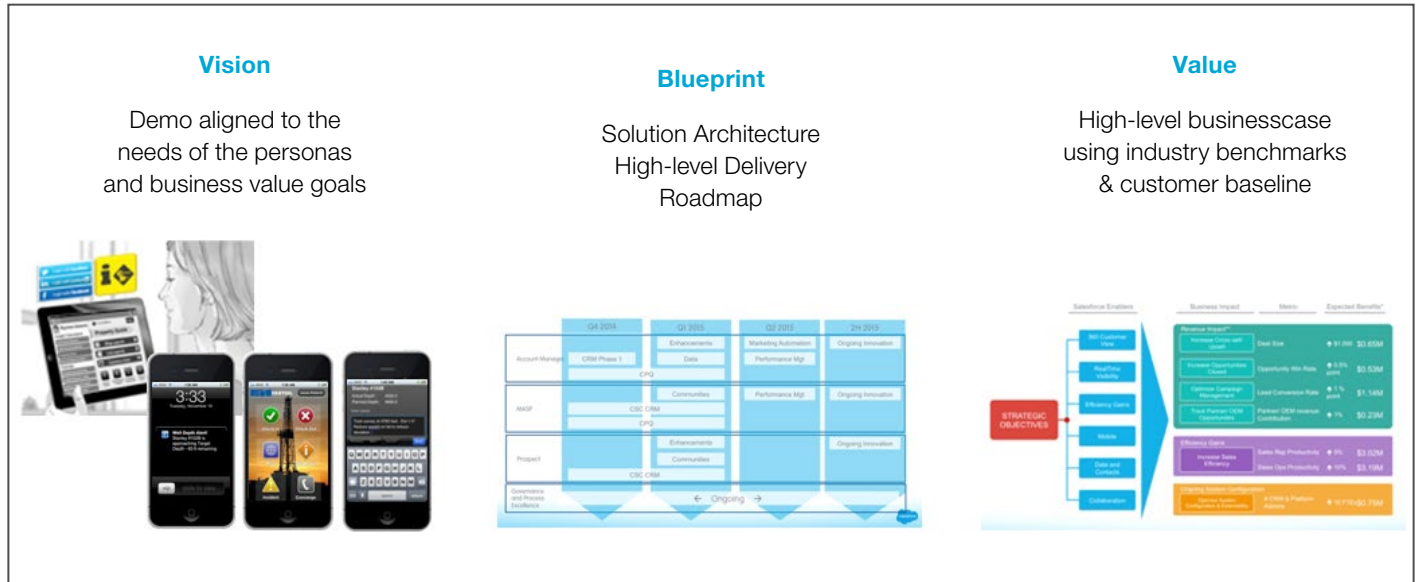


Salesforce Spark Methodology

Salesforce Spark is a methodology that establishes a common business dictionary and promotes collaboration among leaders of your CRM/CSS operations, Capgemini Financial Services consultants and Salesforce experts. Through carefully designed interviews and workshops, we work together to study your current customer experiences and reengineer how your company engages employees and customers.

Within six weeks, you receive a Business Value Study Report documenting the findings from the Spark engagement. It also presents a comprehensive business vision, a roadmap for implementing the new solution proposed for your organization and the ROI attainable from the transformation of your current CRM/CSS environment.

Exhibit 1: Salesforce Spark Worksessions Drive the Business Value Study



Discovery

Weeks 1-2

- Top-Down Approach
- Executive, Technical, Financial
- Discovery Read Back

Solution

Weeks 3-4

- Story validation
- Demo Build
- Blueprint and Business Case – 1st draft and validation

Delivery

Weeks 5-6

- Dry run
- Final Modifications
- Executive Presentation

“You clearly understood us and did your research. You painted a real-life scenario. The others couldn’t connect the dots.”

– Spark Customer

Contact Us

Get started today by visiting us at www.capgemini.com/CRMmodernizationforFS or contacting us at financialservices@capgemini.com.



About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is a global leader in consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness.

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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