

Customer Experience & Design Services



Always On – Mobile First

Helping you optimize your end-user experience and maximize business value

The quality of the user experience can be the difference between successfully engaging or losing, a customer, employee or partner. Enterprises must place user experience at the heart of any digital transformation.

Capgemini brings together proven digital UX design capabilities & global, industrialized technology and testing resources to ensure impactful experience and design implementations. We ensure UX initiatives are tightly integrated with business objectives as well as front and back-end hardware and software platforms.

Our Experience & Design offering provides end-to-end mobile strategy and services that aim to help you optimize your end-user experience and maximize business value.

Whether you are exploring digital transformation for consumers or internal digitization to improve productivity; Our comprehensive and modular 'UX services' is the answer.

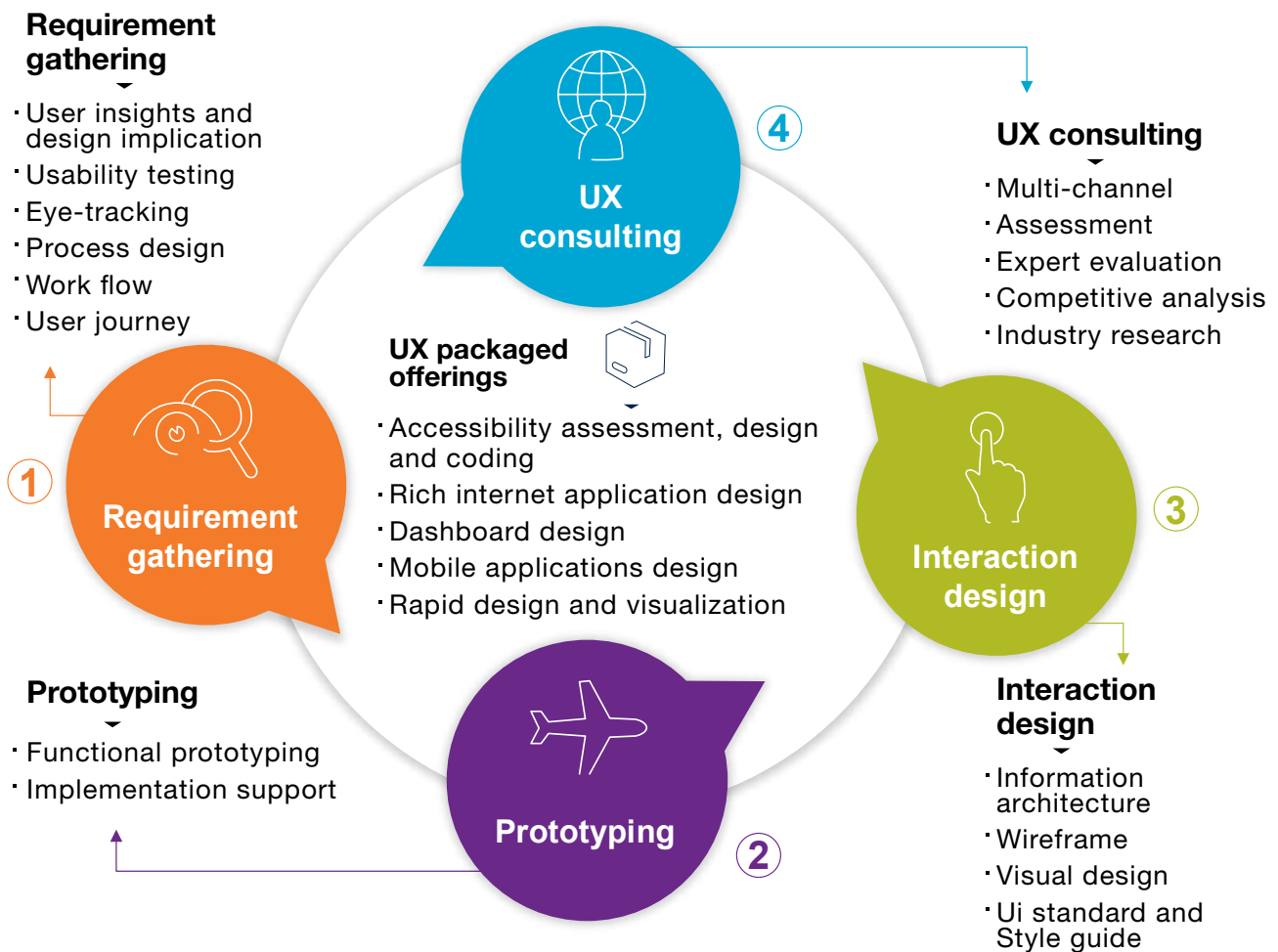
We can help you:

- Align user and business requirements, ensuring a structured and holistic approach to user pain points and their solution (a “You Experience”)
- Justify the business case for “You Experience” demonstrating how UX interlocks with business strategy in the modern world

- Develop an Iterative and Integrated “You Experience” approach central to your mobile initiatives

UX must be at the heart of any comprehensive enterprise mobility strategy to ensure a compelling “You Experience” for customers and employees alike.

Figure 1 : The end-to-end mobile strategy and services to optimize your end-user experience and maximize business value



How Capgemini Group delivered the UX delight to its customers



A major retailer that Capgemini worked with invested in creating a user experience to engage all employees at every level of the organization. The resulting interactive app met with rapid, widespread take-up and provided an immediate return on investment through significantly reduced administration costs and greater employee interaction.



One government organization wanted to centralize its information systems and create a user interface that would provide an instant 360-degree view of data on any device. Capgemini helped them create a UX solution that greatly reduced the time taken by employees to find and access vital information, wherever they were located and whichever device they were using.



The forward thinking city of Oslo wanted to capture actionable insights from children to help improve overall road safety. Capgemini helped them create a mobile app that not only exceeded the department's expectation but was welcomed by Grade-3 students. UX enabled the children to seamlessly navigate through the app interface without any assistance - and while having fun!

We master structured creativity and ultimately provide the "You Experience" so that your enterprise can be "Always On – Mobile First".

Find out more at www.capgemini.com/ux

About Backelite

Backelite is a major player in the mobile application and mobile web services development market in Europe. We create, adapt, develop and publish multimedia services for smartphones, tablets and desktops. Our team of more than 100 designers, engineers, consultants and project managers are known for their strong and unique grasp of today's digital marketplace. Our customers are leading companies in sectors such as m-commerce, media, transport and banking and include Voyages-SNCF.com, Accor Hotels, Air France, France Televisions, SFR, Air Liquide as well as the largest European banks. We pride ourselves on our 360° agency approach, allowing us to provide services from user experience conception through realization and fully meeting the specific needs of each of our customers.

Backelite is a company of Prosodie-Capgemini (www.prosodie.fr), Capgemini Group



About Capgemini

Now with 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 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.

Learn more about us at www.capgemini.com

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