

# Digital Customer Experience

**Digital. Two steps ahead**



**DIGITAL**  
Customer Experience

**People matter, results count.**

## Digital. Two steps ahead

Organizations are challenged to deliver a digital promise to their customers. The move to digital is led by customers who are driving the need for new standards and outside-in transformation of companies. They are increasingly demanding more personalized, relevant content, seamlessly delivered via multiple channels with faster, often instantaneous responses in new innovative ways. The intelligent use of digital is fundamental in order to increase customer intimacy, manage the cost to serve and accelerate revenue realization.

A considerable number of companies understand the imperative to take the lead from their customers and have witnessed the decline of those businesses that do not. The challenge now is how to make digital a core part of everyday business and a natural way of working. For example, some companies rush to launch external activities before internal alignment around a clear vision and plan to transform their organization. This leads to brand fragmentation across a plethora of digital and physical channels, which ultimately has a detrimental impact on the customers' experience.

What really matters is to have a deep understanding of the customer context, in combination with a single view of the enterprise, with a clear focus on the how of digital transformation.

In many organizations, customer data is devalued by limited conversion in to actionable insight and where data utilization is strong, internal stakeholders lack the supporting processes to deliver a timely next best action to the customer. Businesses need to maintain constant focus on both internal and external perspectives and combine the customer context at any given moment in time. This will contribute to greater employee empowerment, process automation and improved business performance.

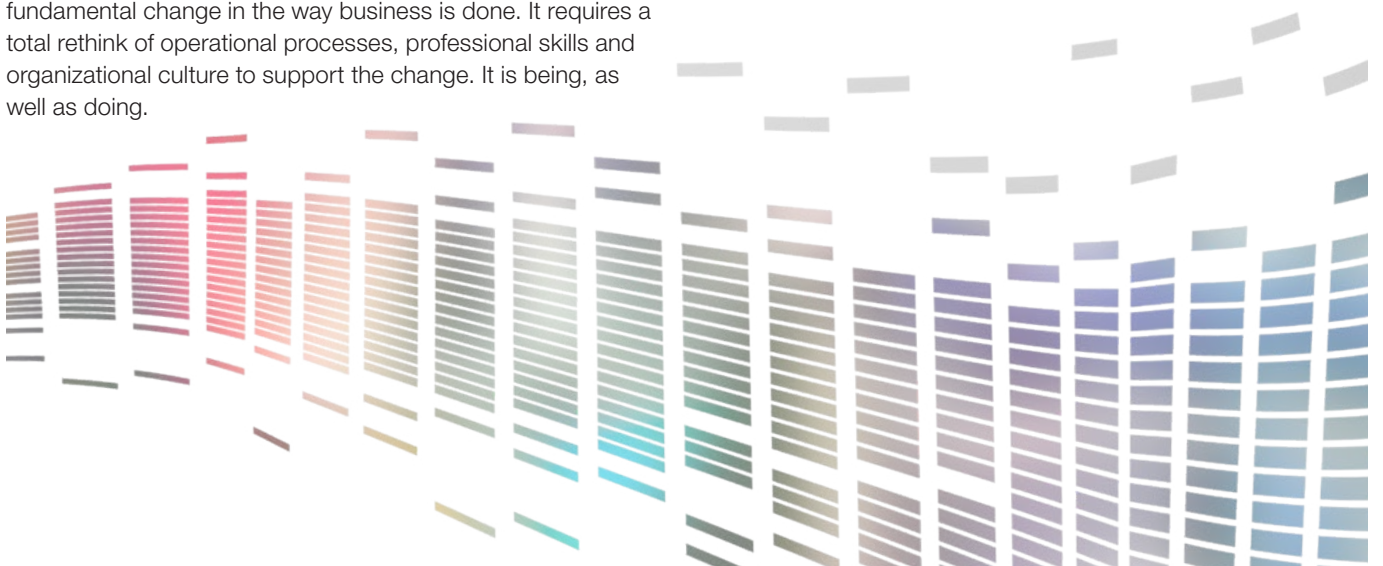
Organizations appreciate that digital is a permanent and fundamental change in the way business is done. It requires a total rethink of operational processes, professional skills and organizational culture to support the change. It is being, as well as doing.

## Our trusted promise to you

*The Capgemini Digital Customer Experience team helps clients worldwide, as and when they are needed, in whatever markets or sectors they are needed. Our Digital Customer Experience solutions are built upon market-leading research with MIT, world-beating client experience, a culture of collaboration, a deep understanding of digital transformation across sectors and a global delivery footprint. In short, we are empirical, collaborative, practice-proven, and we are innovators. We work with you to bring you closer to your customers, increase customer advocacy and drive business growth. Ultimately, we work with you to be two steps ahead of your competitors.*

### Simon Short

Senior Vice President,  
Head of Digital Customer Experience  
Global Service Line



## Customers are changing. Business models are evolving.

Increased competition sees suppliers, partners and businesses joining forces and extending the supply chain, sharing data and collaborating in innovation and product development. More collaboration programs are being rolled out combining technology with an associated cultural change.

In addition to our experience in digital engagement strategies for clients, we have leveraged the findings of a long-term industry research program in collaboration with MIT. The program has examined more than 400 large mainstream companies worldwide. Our research and experience in the market shows that CXOs globally are struggling with how to make digital a core part of how they intelligently manage their operations to serve their customers. Digital maturity and advantage is driven by business and technology-enabled capabilities; therefore, organizations need to understand the business opportunity and how to make it a reality. Based upon one of our research studies with MIT<sup>1</sup>, we know that digitally mature companies have significantly better business performance. For example, businesses that have a strong

digital culture, governance and digital initiatives that generate measurable value have achieved:

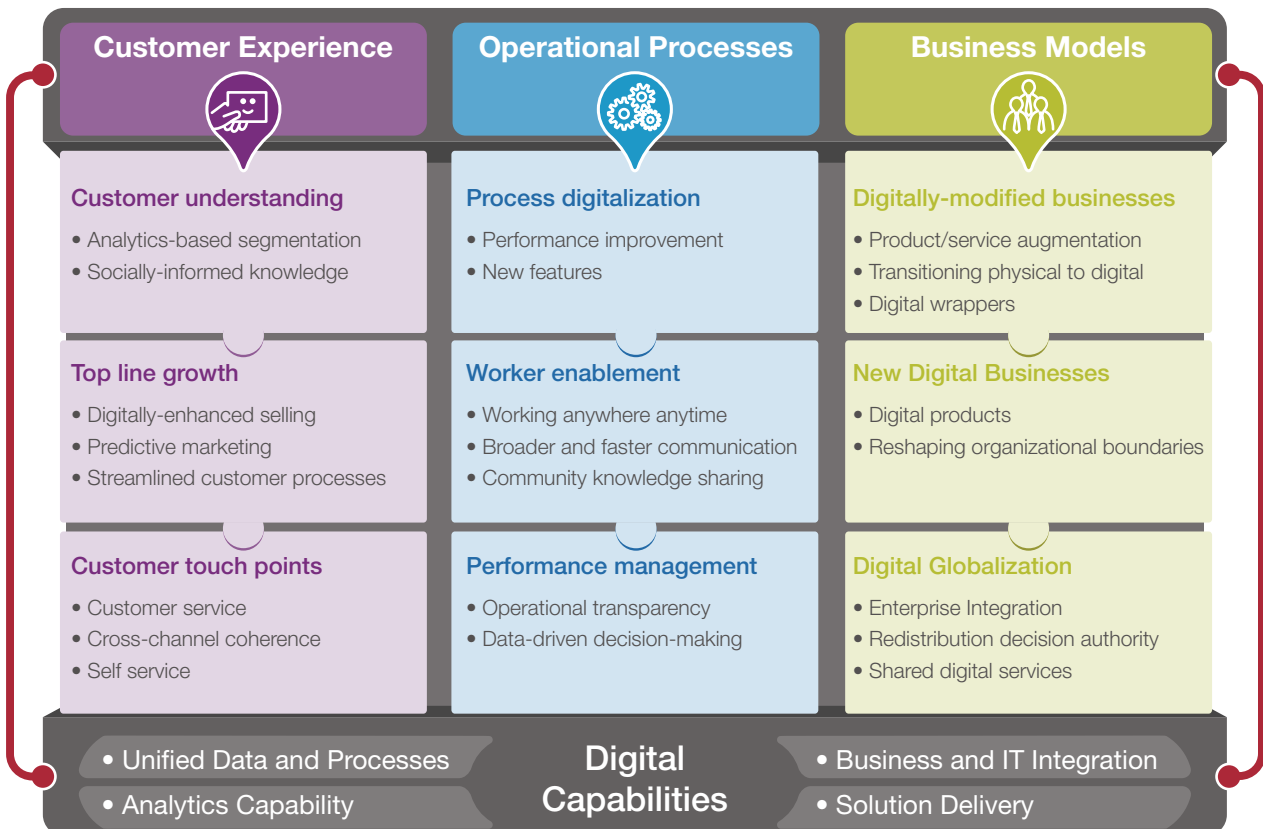
- Profitability increase up to 26%,
- Revenue generation efficiency increase up to 9%,
- Market valuation increase up to 12%.

Business leaders understand the need to transform to digital and recognize that digital is a permanent and fundamental change. But the customer context is in constant flux and enterprises are struggling to respond without a single view of their processes and systems. New organizational constructs are emerging to support new ways of working, where business and technology are converging in strong partnership to become agile, innovative, social, mobile and totally customer-focused.

Therefore, organizations need to deliver superlative customer experience and improve business performance through intelligent use of digital. Focus is on three key areas of the business: Customer Experience, Operational Processes and Business Models. By investing in core digital capabilities, organizations can proactively drive business transformation, as illustrated in the chart below.

Three key areas of Digital Transformation

### Effective digital transformation is about changing the core of how business is done



1 Capgemini Consulting-MIT Analysis – Digital Transformation: A roadmap for billion-dollar organizations (c) 2012

Helps organizations understand and implement the right mix of business focused digital capabilities, deployed within the right framework for transformation – to fundamentally change how they do business and serve their customers.

To respond to these trends, organizations need to adapt their operational processes as well as their professional skills and organizational culture to support the changes being brought about by their customers. Their businesses are no longer under their control.

### **Capgemini Digital Customer Experience (DCX)**

The Capgemini Global Service Line entitled Digital Customer Experience (DCX), helps organizations understand and implement the right mix of business focused digital capabilities, deployed within the right framework for transformation – to fundamentally change how they do business and serve their customers. Digitally mature organizations deliver on improving customer advocacy and driving growth.

Available worldwide and across all industry sectors, the consolidated offer from Capgemini helps enterprises to embed digital customer experiences into the heart of their organizations, while transforming their future business models and processes. DCX addresses the need to achieve and sustain business value via digital initiatives, from the back-end right through to the front line.



## DCX: Use digital intelligently to drive business growth.

Capgemini has been empowering businesses to intelligently use digital to conduct business effectively and drive growth, while placing their customers' needs at the center of what they do. The combination of customer context with the enterprise capability enables organizations to take real-time decisions to maximize business performance.

The research collaboration with MIT has benefitted companies through the development of a Digital Maturity Assessment Tool. A clear view of their digital maturity is provided in comparison with their industry peers. Combined with a proven framework for transformation and Collaborative Business Experience™ benefit realization is accelerated. There are three key focus areas:

- **Enterprise Value:** Proven digital transformation methodologies are employed that place the customer at the heart of the business. Through our extensive customer engagements, utilization of analytics-based segmentation and social insights, informed engagements and touch points are delivered across channels. CXOs are enabled and can prioritize initiatives by understanding their value proposition and by prototyping the digital offering with a clear focus on delivering business benefit.
- **Enterprise Capability:** Organizations are empowered to build digital operating models that enable the coherent alignment of the customers' context with the single view of the enterprise. New commercial and service models co-created with our customers deliver repeatable value. Through our intelligent approach to orchestration of cloud and legacy services, the value of customer and operational data is maximized. A collaborative approach is consistently utilised to achieve and embed business benefits by partnering with best-of-breed digital technology vendors.
- **Enterprise Assurance:** DCX has an optimized methodology for digital delivery that has been proven to drive reduction in delivery costs. Governance, risk and compliance are actively managed to support the digital transformation, and an orchestration platform is used for efficient, flexible and scalable IT infrastructure. Through global operations, cost effective management of business processes and active management of quality are optimized, right from the very beginning of digital initiatives.

## DCX: Accelerate benefit realization of digital initiatives.

Capgemini helps organizations increase their competitive capability by implementing innovative, integrated solutions across all relevant channels. The resulting digital transformation provides an enhanced multi-channel experience for the end-user. This in turn leads to the constant realization of tangible benefits through increased customer advocacy, increased sales and margins.

- **Increase Value:** Accelerate revenue through better conversions which are driven by digitally-enhanced selling and predictive marketing. Vital multi-channel consistency is provided by integrated customer touch points and service. Equally important is the reduced time-to-market by using tested and proven deployments through iterative delivery.
- **Improve Profits:** Intelligent use of cloud and legacy services combined with streamlined customer processes enables a single view of the enterprise that is dynamic, connected and social. This inevitably contributes to a reduction in the Total Cost of Ownership (TCO). Our goal is to provide organizations with a path to becoming digital masters.
- **Reduce Risk:** Proven processes are embedded into reliable, compliant and robust platforms to enable delivery by leveraging the right mix of digital technology partners. Orchestrated best-of-breed services across the Cloud (SaaS) on-premise and a converged business and IT operating model contributes to single view of the enterprise, whilst retaining a real time, rich, contextual view of the customer and a focus on business outcomes.

## Capgemini Digital Customer Experience: Innovative Technology.

DCX solutions are borne out of leading-edge research, world-beating experience and a culture built on collaboration.

The Digital Customer Experience team leverages their local expertise, underpinned by an established Center of Excellence in India, and a global delivery footprint. A technology agnostic go-to-market is maintained with the right mix of partners who work with us to deliver our customer promise. A market leading ecosystem of digital alliance partners has been established and we work together to deliver the right solutions at the right time.

Through the extensive digital experience gained by working with clients globally, it is clearly understood how to intelligently combine digital and legacy capability to deliver business outcomes. The management and aggregation of digital delivery services brings together the deep and broad technology know-how included in out-of-the-box cloud based integration platforms. The secure delivery of Agile IT, Software-as-a-Service integration assets, mobility, analytics and big data are consistently enabled and supported by our large-scale project delivery track record. Ultimately, an innovative, dynamic, digital environment is created so that companies can readily adapt and seamlessly respond to ever-changing customer needs, to always be two steps ahead of the competition.

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For more details contact:

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## 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

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