

Increase revenue, reduce cost and effectively drive customer engagement with Capgemini's CXAdvantage



**CX
ADVANTAGE**

How effectively you engage with customers across all channels, touch points, and interactions is what will separate you from your competition in today's digital ecosystem. From personalizing your customer interactions to enabling your sales and service organizations, a strong customer engagement model allows you to drive the revenue and reduced cost structure that are essential in today's hyper-competitive market. Additionally, given the fast pace of change today, your delivery model needs to allow for iterative releases of capabilities in months, not years, while integrating with your legacy systems to leverage the power of the data residing there. CXOs everywhere are striving to unlock this competitive customer engagement model, but in doing so, they often encounter issues including lack of collaboration between various functions for integrated customer programs, absence of alignment between IT and business leaders, disparate systems, and long deployment cycles.

Monetizing the customer experience with Capgemini's CXAdvantage

Capgemini has developed CXAdvantage to help companies leverage cloud technology to effectively engage their customers, deliver outstanding personalized experiences, and optimize efficiencies in marketing, sales, service, and commerce. CXAdvantage is a robust approach that enables businesses to adopt the Oracle Customer Experience Cloud (CX Cloud) in a streamlined manner and at an accelerated pace for improved, unified customer experience. Its use cases, templates, and accelerators are tailored to handle the intricacies of automating the customer experience to help increase revenue and reduced costs.

CXAdvantage includes:

- Use cases from multiple industries, which allows you to adopt the best practices from not just your industry, but other industries as well

- Migration-, co-existence-, business process-, and framework-based accelerators to drive faster implementations
- An iterative test and learn approach to increase agility and rapidly deploy solutions
- A dynamic end-state that constantly evolves to changing market conditions

Cutting-edge customer experience across all functions

CXAdvantage is an end-to-end solution that covers the marketing, sales, service, and commerce functions to ensure that you have a comprehensive, company-wide solution for customer experience that meets both IT and business objectives.

CXAdvantage for marketing: CXAdvantage helps enterprises accelerate the adoption of Oracle Marketing Cloud in order to transform their digital marketing strategies for increased revenue, loyalty, and customer advocacy — while cutting costs associated with customer acquisition. With CXAdvantage's assessments, pre-configured templates, and customized methodology, we help you quickly take advantage of Oracle Marketing Cloud to define a marketing strategy that improves your promotional strategies and increases sales revenue. It helps plan and execute automated marketing campaigns and qualify lead generation activities for consistent yet personalized experiences, messages, and promotions across all channels.

CXAdvantage for sales: CXAdvantage helps enterprises use Oracle Sales Cloud for sales force automation. Not only does it drive greater alignment between marketing, sales, and service, but it also improves sales effectiveness. It includes migration, co-existence, and framework based accelerators to speed up the integration of Oracle Sales Cloud with on-premise applications.

CXAdvantage for commerce: CXAdvantage enables enterprises to execute an e-commerce strategy with Oracle Commerce Cloud that drives compelling shopping experiences, improves conversion rates, and increases sales. It leverages accelerators to reduce time-to-market and industry-proven best practices to increase average order value, improve collaboration, and scale globally. It also improves personalization to keep customers engaged with relevant products and content and helps businesses; integrates merchandising, order fulfillment, and inventory management processes across all channels rather than by individual departments; and allows for capitalization of opportunities in the social channel through monitoring and analytics.

CXAdvantage for service: CXAdvantage improves and streamlines service management and contact control center functions to enable proactive interactions for better customer service and more up-sell and cross-sell opportunities using

Oracle Service Cloud and Capgemini's Odigo, a cloud channel service that delivers a multi-channel, virtualized contact center. It features self-service options, a real-time view of contact volumes and performance, and efficient tracking of field service activities. It also helps businesses achieve a smooth and accelerated deployment of the Oracle Service Cloud using reusable assets, a robust methodology, and data integration accelerators to leverage the value of data locked in legacy systems.

Why Capgemini

With over 13,500 Oracle expert consultants worldwide and more than 650 trained specialists for Oracle cloud applications, Capgemini is well-positioned to help companies take their CX to the cloud with Oracle CX Cloud applications. Our consultants have deep industry, cloud, and business process expertise to help you realize the business value of CX cloud implementations regardless of size, sector, or business requirements.

Capgemini is an Oracle Diamond level partner and founding member of Oracle's Cloud Advisory Committee. Capgemini uses its Oracle Center of Excellence and Oracle Solution Center to create valuable solutions built on Oracle technology, develop repetitive and common functionality to increase time to value, and build Capgemini Intellectual Property. CXAdvantage leverages the strength of the Capgemini and Oracle partnership into viable and innovative solutions for enterprises.



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.

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