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Capgemini Announces Its First Deployment of Google Apps™

- Installed at Capgemini's Customer Care & Intelligence Center in Junction City, KS -

Mountain View, CA, November 14, 2007 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, today announced its first enterprise deployment of Google Apps™ at its new Customer Care & Intelligence (CC&I) center in Junction City, KS. On September 10, 2007 Capgemini announced it is partnering with Google to provide services that support the adoption of Google Apps Premier Edition by large-scale organizations.

Approximately 165 agents and supervisors at the Junction City contact center have been trained to use Google Apps Premier Edition, which includes Google Docs™, Gmail™, Google Calendar™, Google Talk™ and Start Page. Delivered as a Software-as-a-Service (SaaS) solution over the Internet via a Web browser, Google Apps provides powerful collaboration and communication applications for US\$50 per user annually.

"With Google Apps now customized to the specific requirements of the contact center environment, it provides our agents with the tools they need to deliver the highest levels of customer care on behalf of our clients," said Robert (Robbie) Brillhart, Global Practice Lead, Capgemini Customer Care & Intelligence. "The deployment of Google Apps was fast and easy which has already resulted in time and cost savings."

The Junction City center will play a key role in the delivery of Capgemini's CC&I solution, which is a part of the company's Business Process Outsourcing (BPO) portfolio. Enhancements to CC&I, including the addition of Capgemini's *Business Insight* processes, were announced on October 15, 2007.

Using Google Apps, agents are able to be more proactive in meeting customer needs. Currently, agents are using the collaborative features of Google Apps to complement a Customer Relationship Management (CRM) system. They can send e-mail, submit reports, and create spreadsheets focused on answering questions as well as share information related to customer issues. Using Google Talk, agents can send instant messages to a supervisor for assistance with unique call scenarios. With the information now available in real-time, agents no longer have to end the call, seek out the answers, and return the customer's call.

Agents also use Google Docs to record notes and key details of any issue encountered during a customer interaction as well as create other reports to share internally outside of the CRM application. This becomes a “tip sheet” that provides management with early warnings about developing trends or issues that can affect the quality of customer care.

The deployment of Google Apps has also streamlined the IT processes in the Junction City center, resulting in time savings and reducing the demand for IT resources. For example, the open, collaborative structure of Google Apps puts the power to distribute and control access to documents in the hands of the users, eliminating the need for IT to create, maintain, and support e-mail servers and file share servers. *“With Google Apps you know exactly who is touching the document, who is changing it, and what they have changed at all times,”* said Brillhart. *“We are empowering the agent to take a larger role in improving the customer experience without creating bureaucracy on the production floor.”*

Capgemini differentiates itself from other BPO providers through applying analytics and business intelligence processes and methodologies to specialty, complex queues. Using this approach, combined with deep vertical market experience in the energy/utilities and telecommunications markets, Capgemini provides clients with *Business Insight*. Consequently, contact center operations can shift from being reactive and focused on defect management, to being proactive and focused on value. As a result, the unique combination of Capgemini’s outside in approach and *Business Insight* delivers operational excellence for contact centers while supporting top line growth for the business they support through process, pricing, product or service change.

Junction City is part of the Capgemini BPO Rightshore® global delivery network, which encompasses more than 6,000 full time BPO employees covering 33 languages and delivering services through a balanced mix of onshore, near shore and offshore centers.

About Capgemini

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To learn more about Capgemini’s distributed desktop offering, please visit: www.capgemini.com/google.

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