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- NEWS ALERT -

Capgemini launches Social Media Management (SMM) managed service to deliver business value from social media

Partnership with Attensity offers comprehensive monitoring, analysis and customer response capability to drive action and engagement from social insight

Paris, New York 21 July, 2011 – Capgemini Group, one of the world’s foremost providers of consulting, technology and outsourcing services, today launched a new comprehensive Social Media Management service, to help businesses take advantage of online social interactions. According to Gartner Inc., spending on social software to support sales, marketing and customer service processes will exceed \$1 billion worldwide by 2012¹. Responding to the vast growth in social media volumes, Capgemini has created a customizable all-in-one solution to offer real-time web listening, analysis and customer outreach. Importantly, these social media conversations can be acted on in real time via integration to Capgemini’s onshore and offshore Customer Interaction centers. The feedback can then be used directly to modify processes, optimize marketing campaigns and improve the overall customer experience; ultimately leading to accelerated growth and increased ROI.

Euan Davis, HfS Research commented: *“We predict this area is going to be huge. Multichannel strategies challenge many firms with the sheer volume of data that needs monitoring, categorizing, integrating, and acted upon. We expect marketing leaders to source third party services that can manage the explosion in data and drive more effective lead generation, churn management and campaign strategies through their provider’s analytical capabilities. I expect new offerings like this to feature in the arsenal of the CMO.”*

Capgemini’s Social Media Management service makes use of its experience in customer insight management together with its process management expertise. Partnering with Attensity, the leading provider of text analytics solutions for Customer Experience Management, it offers an end-to-end managed service to deliver analysis, insight and customer engagement. Attensity provides best of breed social media monitoring through its ‘Attensity 360 platform’, deeper analytics and analysis and insight through ‘Attensity Analyze’ and social media

¹ Gartner, Inc.: “Predicts 2011: CRM Enters a Three-Year Shake-Up”, Ed Thompson, et al 22 November 2010

interaction through 'Attensity Respond'. It also provides text analytics, language processing and integration with business intelligence tools.

Capgemini will draw on its global footprint and Rightshore® delivery model to provide a service which will be delivered via onshore, nearshore and offshore through command centers in Guatemala City, Dallas and Bangalore. This service, with its distributed delivery model, will help drive cost efficiencies while also bringing the added benefits of multilingual and localized services.

Capgemini has already delivered successful pilots and early stage programs of Social Media Management with 20 customers across telecommunications, gaming, manufacturing and the consumer goods sectors. Recently, Brown-Forman (makers of Jack Daniel's) called upon Capgemini to help monitor, analyze and provide insight into the launch of its new product Jack Daniel's Tennessee Honey, across various social media channels and platforms, including Facebook and Twitter.

Paul Cole, VP for BPO Customer Operations at Capgemini, said: *"Capgemini's Social Media Management solution allows us to have a positive impact on customers in this emerging space. Most businesses recognize that social media has the potential for generating tremendous value for the business; be it for marketing, sales or customer service, yet many are unaware of how to best use their company's assets to effectively operate within this channel. By partnering with Capgemini, companies have access to the latest and most impactful technologies as well as immediate access to skilled social media advocates. As a result, they are able to respond, in near real-time, which ultimately can lead to actions that improve the bottom line."*

The service is part of a wider drive from Capgemini into the social media space and complements Capgemini Consulting's social media solution called 'Social Insight into Action'. This solution provides consulting expertise to transform a business's systems and processes, turning the insights from social media monitoring into actions that include operational improvement, process redesign, customer segmentation strategy, social CRM strategy and multi-channel strategy.

"We're very excited that Capgemini has endorsed Attensity as the foundation of its service and is partnering with us." said Ian Bonner, CEO of Attensity. *"Capgemini's global team provides customers with world-leading implementation services. We're delighted to team with them to enable optimal business processes to understand customer sentiment, issues and opportunities online and to leverage those insights through business alerts, reporting and engagement."*

About Capgemini

With 112,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2010 global revenues of EUR 8.7 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.

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