



## Save customers and money with Customer Experience transformation



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Enhancing customer experience might not seem an obvious priority in an uncertain economic environment. In fact, however, a happy customer base is your most valuable defence against recessionary pressures, and it is by providing a fulfilling customer experience that such a defence can be built.

## The customer experience is crucial in a downturn

A unique customer experience is a powerful, and relatively inexpensive, way to stand out from the crowd in an increasingly commoditised environment. Customer experience therefore helps reduce the cost of 'churn' and customer acquisition.

Developing a customer experience strategy can help a business to understand what its customers really value. This understanding makes it possible to save money by eliminating costs that do not influence repurchase.

Focusing on the customer experience therefore provides a unique opportunity for both top-line growth and bottom-line cost reductions. But understanding what customers currently experience and what they really want is not easy, and focus groups, labs and surveys rarely provide complete insight.

## What can we do for you?

To overcome this problem, Capgemini Consulting can help you to see your organisation from a customer's perspective. Our team provides your staff with out-of-the-ordinary techniques for observing customers in their own environment, and for experiencing your business as customers experience it.

Before designing your future customer experience, it is also important to decide how you want to differentiate your organisation from its peers. Capgemini Consulting works with you to establish your optimum market positioning.

Once the business has designed its ideal customer experience, it must achieve organisation-wide consistency in delivering that experience. We can help you implement the necessary changes quickly and safely using robust, logic-based processes and toolsets.

## Why Capgemini Consulting?

Our people have a strong track record of helping clients improve customer experience. Typically, we deliver short projects to get our clients started, while equipping the client's own team with the tools and training they need to continue.

Leading mobile communications company Orange identified a need to re-focus its customer proposition and take out costs in its customer experience delivery. We helped them to develop a clear market position for their brand and to provide employees with a better understanding of how the brand could be affected by the customer experience.

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Capgemini Consulting is the Global Strategy and Transformation Consulting brand of the Capgemini Group, specializing in advising and supporting organizations in transforming their business, from the development of innovative strategy through to execution, with a consistent focus on sustainable results. Capgemini Consulting proposes to leading companies and governments a fresh approach which uses innovative methods, technology and the talents of over 4,000 consultants world-wide.

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## About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2008 global revenues of EUR 8.7 billion and employs over 90,000 people worldwide.

More information is available at [www.capgemini.com](http://www.capgemini.com)



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