

# Odigo—the full-stack cloud-based contact center solution

**“**Perceptions are formed from expectations that the customer has prior to the interaction, and are reset based on what happens during the interaction and what happens afterwards in response to the interaction.

Gartner Inc., “The Definition of Customer Experience Management,” Ed Thomas, Gareth Herschel, March 6, 2017.

## The changing Face of customer satisfaction

Customers know great service. They demand great service. And the better the service, the more they want. However, most businesses find it difficult to keep up with the ever-rising benchmark of what constitutes excellent customer service, especially while trying to control the cost of customer acquisition and retention.

The main challenge facing most businesses is how to interact with its customers and enhance the customer relationship across an increasing number of conventional, digital and robotic channels. Balancing this with the ongoing imperative to maintain the strength of your brand, the quality of your service and the satisfaction of your individual customer—while saving costs, becoming more flexible, reducing your time-to-market and, ultimately, staying ahead of your competitors—is enough to test even the most ardent of business leaders.



## A comprehensive, one-stop shop contact center solution that puts your customer at its heart

Your business can benefit from a contact center solution that enables you to focus more on your individual end user, whether it be your customer or your employee.

Capgemini's Odigo is a comprehensive, cloud-based contact center solution that encompasses carrier, telephony and integration services with a flexible pay-as-you-go pricing model to deliver outstanding business value. Odigo also promises:

- **Enhanced customer experience** – Odigo enables your customers to interact 24/7 through the channel of their choice, simplifying customer engagement and delivering an enhanced customer experience.
- **Reduced total cost of ownership** – Odigo enables you to move to a simplified operational cost model, reducing the overall cost of your customer service function and the cost of client acquisition and retention.
- **Improved decision-making** – Odigo leverages comprehensive, real-time analytics that work to enhance your sales and marketing decision-making and improve your time-to-market.
- **Enhanced customer loyalty and brand reputation** – Odigo's superior user experience and comprehensive, real-time service level monitoring boosts customer loyalty and enhances brand loyalty.

CROSS-CHANNEL / MULTICHANNEL

### Odigo Contact Center

Customer engagement

- Omnichannel engagement center
- Interaction routing operational KPI
- Recording
- Workforce management
- Quality monitoring

### Odigo Concierge

Self-service

- Automated voice self-service
- NL/Voicebot
- Chatbot
- Human-assisted machine learning

### Odigo Campaign

Push marketing

- Multichannel marketing campaign
- Notifications
- Alerting

### Odigo Analytics

Customer insights

- Benchmark based on customer interaction data
- Business data KPIs
- Customer executive dashboards

## Leveraging intelligent automation for enhanced customer experience

Odigo focuses on two key human elements in the customer relationship to deliver what we term "the symmetry of attention." These are the call-center agent and, of course, your customer.

Happy agent  
=  
Happy customer

Happy customer  
=  
Happy agent

For your individual customer, Odigo provides a homogenous, omnichannel experience that delivers the desired outcomes rapidly.

For your call-center agent, Odigo automates the less interactive elements of the role through robotic activity such as chatbots, enabling your agents to focus on delivering enhanced value-adding services and customer engagement.

Odigo delivers a best-in-class experience to your customers and call-center agents that gives you the competitive edge in three ways:

## Customer experience

- Handles and unifies all channels
- Understands context history
- Delivers homogeneous and continuous experience across channels, devices, robots and human agents
- Enables customer and agent personalization
- Improves first contact resolution (FCR) to ensure our solution is proactive and pre-emptive
- Maintains simplicity: one Concierge service

## Self-service component

- Provides a comprehensive omnichannel including digital and voice
- Provides Natural Language (NL) experience with shadow agents
- Enables qualification and self-service
- Implements a smart relay with your contact center to ensure the right channel at right moment with the right person
- Provides open platform and connectors
- Simplifies configuration with a delivery portal
- Ensures high availability

## Agent experience

- Provides a dedicated and engaging user experience
- Connects agents from anywhere and any CRM system
- Provides a single ergonomic interface that handles all channels
- Simplifies the integration of other systems
- Provides comprehensive customer insights and intelligence

## Why Capgemini?

Capgemini's Odigo offering has already established itself as leading contact center service with an envious reputation for usability, reliance and innovation.

There are five important reasons why Odigo is viewed as a leader:

- Odigo is underpinned by a skilled and highly experienced team of more than 400 experts in the provision of customer interaction services focused on real business outcomes.
- Odigo derives its strength from the innovative use of robots and intelligent automation. Capgemini has been at the forefront of artificial intelligence for more than ten years ago. We are a recognized leader in self-service customer solutions, particularly Natural Language (NL) solutions.
- We continue to develop third-party customer relationship management (CRM) connectors that provide flexibility and seamless integration to our clients.
- Odigo is complimented by benchmarking and analysis services that provide an accurate view of your contact center efficiency as well as the most effective and appropriate improvements to be made.
- Through the worldwide reach of the Capgemini Group, Odigo is a truly global contact center solution service that delivers both local customization capabilities and global synergy.



Odigo continues to lead the way with superior customer engagement services. Our unique blend of robotics and human service provisioning not only improves the experience of the customer, but also the service agent.

**Erwan Le Duff  
Head of Prosodie-Capgemini**

## Implementing an integrated and scalable contact center solution for Pages Jaunes

Page Jaunes, the French Yellow Pages, is part of the Solocal Group a company that searches for local information, contacts and local advertising, which ranks #1 for local communication in France.

Employing 4,900 people across France, Spain, Luxembourg and Austria, including 2,300 sales advisers to support its 677,000 local and national advertising customers, Pages Jaunes enables local businesses to list and advertise in its annual directory, published in both print and digital formats.

### The challenge

Pages Jaunes was going through a global transformation program from a product-centered company selling printed directories to a customer-centric company providing digital

services. A major transformation driver was its customer services function, which acted as a first line of contact for businesses needing support with their business contracts.

The Solocal Group needed to boost its local presence and develop its customer intimacy, and was looking for a solution that was:

- Easy to deploy.
- Integrated with the service console.
- Scalable.
- Provided a rich functional scope.

### The result

Against strong competition from a major French telecoms provider, Capgemini demonstrated a comprehensive and scalable commercial, technical and integrated solution. Pages Jaunes liked our time-to-market solution, our business-supporting SLAs and, technically, our open computer telephony integration (CTI) connector.

Capgemini implemented Odigo to localize interaction with Page Jaunes' customers, virtualizing the company's contact centers with more than 300 employees across 30 different locations. Pages Jaunes also reinforced its local touch by maintaining local phone numbers instead of providing a national phone number.

## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

Visit us at

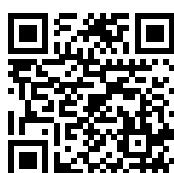
[www.capgemini.com](http://www.capgemini.com)

The information contained in this document is proprietary. ©2017 Capgemini. All rights reserved. Rightshore® is a trademark belonging to Capgemini.



[businessservices.global@capgemini.com](mailto:businessservices.global@capgemini.com)

Scan here to learn more about  
Capgemini's Odigo solution



**People matter, results count.**