

Capgemini 



Capgemini and Pega -

Here to help you successfully provide a truly connected digital customer experience



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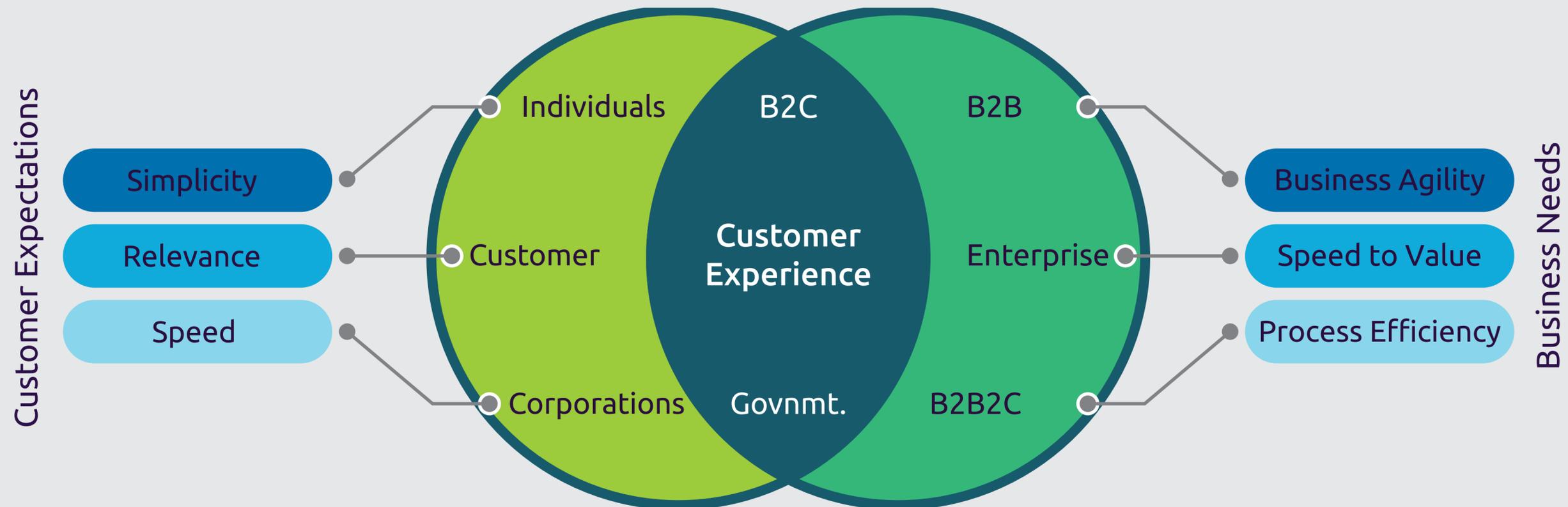
We are in the experience era and today's clients want a smooth, enhanced digital experience across all channels. Organizations who can adapt to the evolving needs of end customers and act well in time will succeed in providing a satisfying digital customer journey.

What is customer experience? Capgemini defines it as the combination of perceptions, emotions, and reactions a customer has while using different channels to interact with a company's environment, products or employees. The actions the consumer takes after

this interaction makes the difference between a company's success and failure.

Successful customer experience is also about bridging customer and business goals. For example, the customer (individual) may want

simple, reliable, experiences that give them value at speed – and which they can trust. Businesses (B2B, B2C, government, etc.) may desire experiences that increase their sales, reduce the cost of a sale, improve customer/citizen satisfaction, and ensure an efficient workforce.





New user behaviors in the experience era





There are many trends and innovations impacting customer and employee experience, its design, and enablement. The trend that has emerged strongest so far is the new consumer appetite for mobile, which is leading to:

- Mobile first – this goes beyond adapting your organization for smartphones and mobility situations, to embracing all mobility devices as the primary way of interacting.
- Design thinking – this embeds user-centric design into the software development cycle as a way of co-creating and rapidly prototyping a product or service with the user.
- Employee augmentation with robotics automation - this helps eliminate or reduce human intervention in the execution of repetitive routine tasks and create capacity for revenue-generating work.

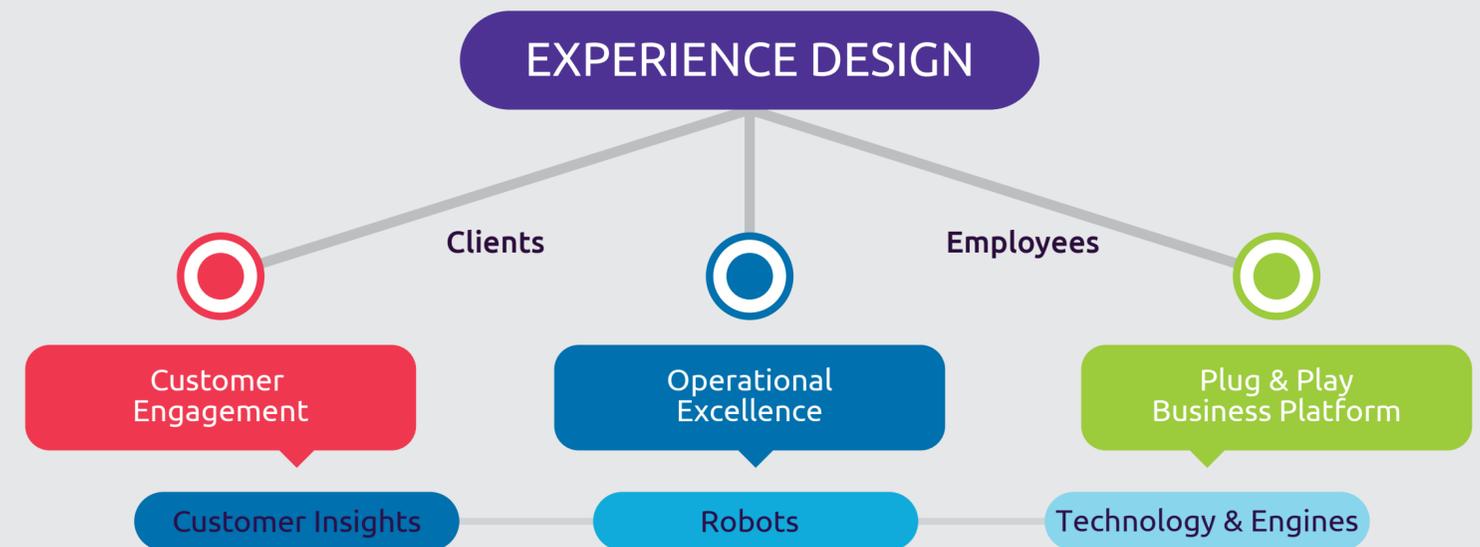
- One-to-one marketing – this helps build engaged relationship between organizations and individuals, and therefore maximize value. It enables deploying tailored, personalized, and predictive actions to anticipate a customer’s next step, before they take it, providing them with answers and options before they know they need it.

Equally, we are seeing a shift in the way experiences are consumed. As such, new enablers and trends for effortless, fluid, personalized, and situational consumer experiences are becoming more prevalent:

- The move towards a more intuitive customer interface, shifting from traditional approaches to simpler, audible, sensitive, and conversational technologies (think Pega Virtual Assistant).
- The Internet of Things (IoT) is connecting previously unconnected devices that are part of our daily lives, making us more Omnichannel.

Another critical component of today’s customer experience era is the value of turning customer data and interactions into actionable insights with analytics and deep learning. In this particular case, Pega decision aiding engines powered by advanced analytics and deep learning gather and leverage all customer data and historic journey paths across channels and touchpoints. This then feeds customer management capabilities, such as marketing automation, sales force automation or customer service with situational and personalized recommendations in real-time.

All of the above have far-reaching implications for digital foundation that companies must employ to ensure agility and support a growing ecosystem of partners and technologies. It demands a compelling Digital Platform, such as that offered by Pegasystems: one that IT can quickly ‘plug and play’ with the company’s existing customer-focused solutions and disparate systems, while leveraging enterprise back-end information and services.





Capgemini's business platform built with Pega 7 supports this 'plug and play' requirement. It enables us to accelerate time to value as we combine innovation, design, insights and technology to provide an end-to-end approach to your deployment and run. It addresses omnichannel customer engagement with operational excellence.

Omnichannel Experience
Guided Interactions
Service Case Management
Customer Service Desktop
Web and Mobile Mashup

App Development
Customer Decision Hub
Mobile
Case Management & BPM
Data & Integration
Pega Cloud Services

Campaign Management
Contextual Next-Best-Action
Paid Media and Next-Best-Action
Delight Customers During Their Journey
Trigger Timely & Precise Actions

Customer Service
Deliver a satisfying, efficient and accurate service experience

PEGA 7 Platform
Only pega offers one unified platform with everything you need to manage constant change in the digital age.

Mobile Cloud

Marketing
Generate greater engagement and profits with customer-centric offers.

Sales & Onboarding
Real-time guidance, intelligent automation and agile processes make sales easier.

Operations
Simplify and automate to reduce costs, maintain compliance and improve agility.

Intelligent Guided Selling
Mobile Sales Applications
Outlook Email and Calendar Access
Campaigns and Analytics
Dashboards and Reporting



Improve Operational Efficiency
Uphold Service Levels
Ensure Regulatory Compliance
Accelerate Business Change
Robotics and Process Automation





Connecting customer journeys with smart processes and decision automation





Re-imagination of customer journeys and smart automation of the underlying business processes are the cornerstones of our clients' transformation programs.

This is where Capgemini's partnership with Pegasystems (Pega) comes in. It equips our clients with the processes and automation they need to both design and enable a truly connected and efficient customer experience.

Together, Capgemini and Pega provide you with a compelling technology platform integrated seamlessly into both customer experiential and back-office technologies. Capgemini's consulting and applications expertise helps clients quickly tap into the 'Power of Pega' to underpin digital transformation with smart customer relationship management (CRM) processes and automation.

Driving Unique Business Value to End Customers

Capgemini and Pegasystems have been partnering to deliver market-leading solutions that solve our joint clients' customer experience business issues for more than ten years. With an initial primary focus across the Financial Services industry, covering Banking, Insurance, Capital Markets and Healthcare, our long-standing

partnership has since evolved to cover other sectors including Manufacturing, Public Sector, Hi-Tech, and Telco, etc, while growing our capabilities in Case Management, complex BPM and, increasingly, CRM solutions (such as Marketing and Sales Automation).

 Automotive	 Banking	 Healthcare	 Insurance	 Public Sector	 Telecom
<ul style="list-style-type: none"> • Contract Management • Warranty Management • Supply-chain / Fulfillment Order to Deliver 	<ul style="list-style-type: none"> • Customer Onboarding & Kyc (Mainly Cib) • Omnichannel Customer Experience and Op. efficiency • Retail Banking Anticipation and Personalization with CDH • Loan Process Digitalization 	<ul style="list-style-type: none"> • Case Management Platform (Digicare Offering) • Compliance i.e Clinical trial / Grants / etc. 	<ul style="list-style-type: none"> • Underwriting • Claims Management 	<ul style="list-style-type: none"> • Case Management for Omnichannel • Citizens Services (CSS Offering) 	<ul style="list-style-type: none"> • Decision Management and Sentiment Analysis



Capgemini & Pega combined value proposition





Why Pega?

Pega helps use operational efficiency to address issues related to customer engagement. Pega is a digital platform with business solutions built on top.

Why Capgemini?

- Capgemini is a Pega strategic consulting partner over a decade of experience in Pega platforms with 4,500+ BPM professionals
- 1,600 Pega practitioners worldwide, of which two-third are certified Pega consultants dedicated to Financial Services industry
- Joint collaboration with Pega on solution framework development
- Large repository of business process models
- Rich technological expertise supported by solution accelerators and toolkits

- Capgemini is a consistent winner of PEGA Partner Innovation and Delivery Awards:
 - o 2018: Pega Partner Award for Excellence in Accelerating Growth for Business Development
 - o 2017: Pega Partner Award for Partner Excellence in Accelerating Growth
 - o 2016: Partner excellence in driving growth





Sharing best practices





The value of working with a delivery partner who has ‘done this before’ cannot be underestimated. It enables us to bring best practice and shared learning from multiple Pega change programs, including the following:

Large Nordics Bank – we worked on a Digital Lending Platform transformation with Pega. The roadmap will leverage this platform across the enterprise for other critical business processes, as well as to realize enterprise synergies and efficiencies.

Business Drivers

- Growth in digital services in banking and specially with credit request
- Improve operational efficiency to remove paper-based and manual tasks.
- Improve agents’ desktop with a reduction of applications in credit generation
- Monitor processes in real-time, and dashboard with SLA

Corporate & Investment Bank in France – our client wanted to implement a global Onboarding and Customer Management platform to improve efficiency and monitor processes end-to-end. It will allow compliance with local regulations and provide faster time to market.

Business Drivers

- Improve Customer Service across multiple channels
- Reduce Onboarding / Know Your Customer lead time
- Automate end-to-end processes with increase of STP
- Global platform with local specification and faster time to market
- Monitor processes in real-time, and dashboard with SLA

Brazilian Insurance Major – we helped our client achieve optimum balance between being a customer-centric insurer and a product-centric enterprise. The new digital platform will enable the business to quote/underwrite and manage a whole set of insurance products across multiple channels.

Business Drivers

- Improve Customer Service across multiple channels (same view)
- Improve claims processing
- Automate end-to-end processes with increase of STP
- Time to market

Get in in touch with Capgemini and make your Pega solution work harder to deliver a truly connected customer experience.



Contact us



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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 2017 global revenues of EUR 12.8 billion.

Learn more about us at

www.capgemini.com

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