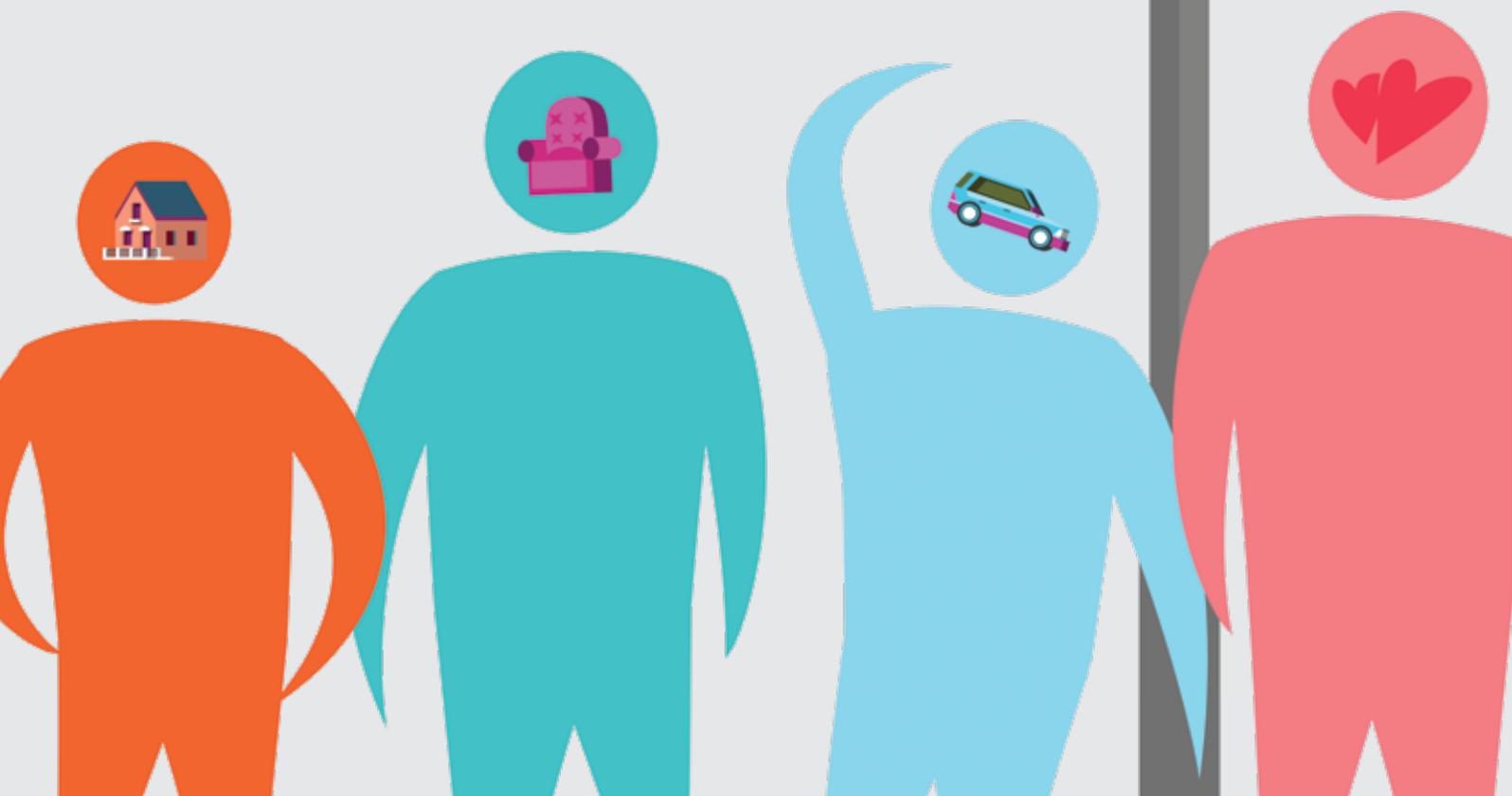




Predictive Services for Customer Engagement

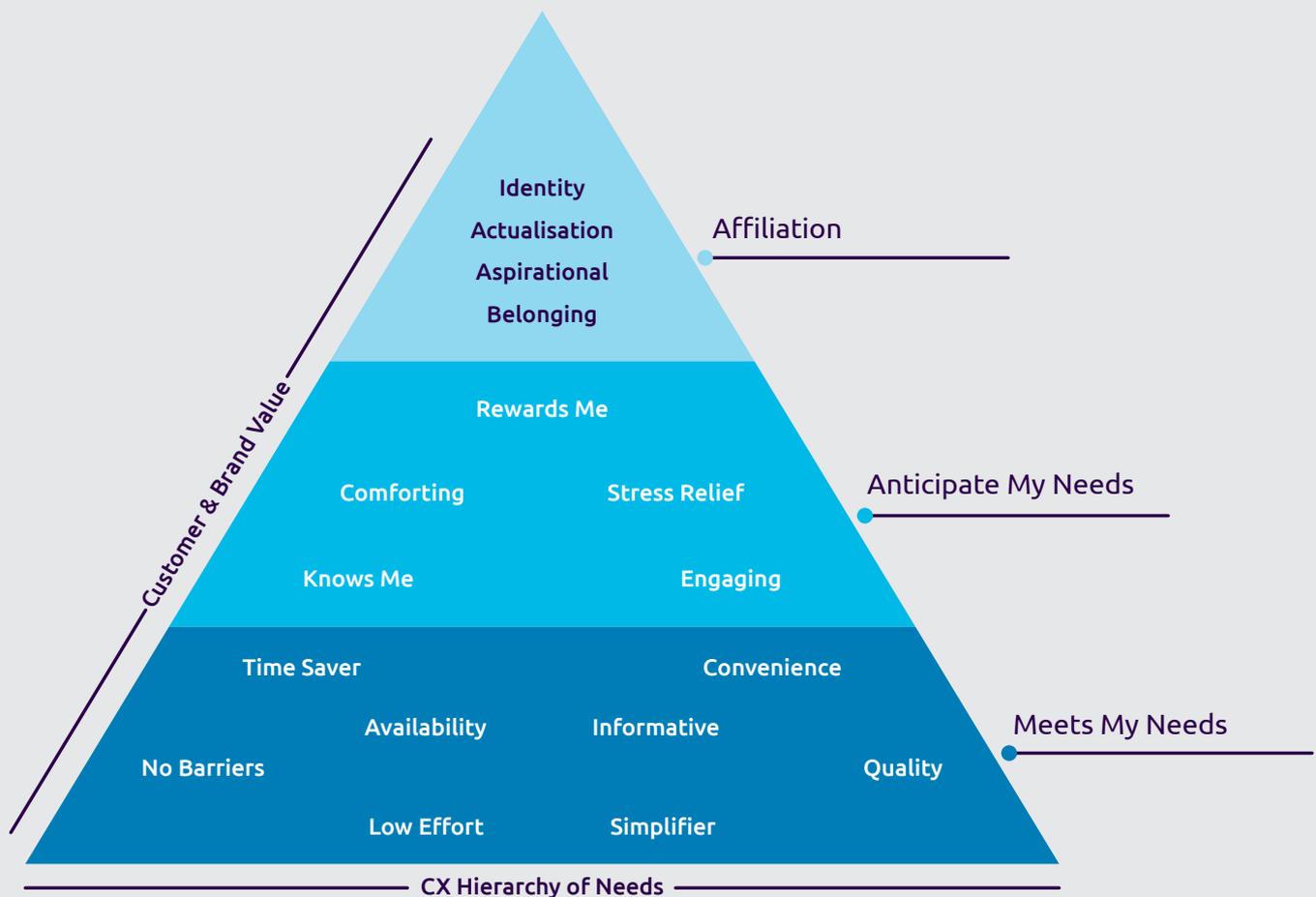
Enabling personalized customer engagement in an omni-channel world



How do your customers interact with your brand? From your company web presence and social media channels, to contact centers, chatbots and face-to-face interaction, you're operating in an omni-channel, real-time world.

It's no longer enough to simply provide a consistent experience across each channel and the growing number of customer touchpoints: you need to make that experience both personal and relevant. How? With tailored, personalized experiences anticipating a customer's next step with your brand, before they take it.

Predictive Services for Customer Engagement is how you build engagement and loyalty. It's how you build relationships of trust based on relevance and empathy. It's how you move from Convenience to Affiliation on the Customer Experience Hierarchy of Needs (see Figure One).



A move towards one-to-one marketing

Today's customers crave close connections with the brands they choose to engage with. And with data aplenty, the smart CMO will focus on both experience and emotion.

This means evolving towards a one-to-one marketing model – where you have an engaged and valued relationship with your individual customers. This is the vision

Meaningful experiences ultimately drive emotional engagement and secure sustainable long-term loyalty

– the model to aspire to - not all companies are there yet, many are still focused on segmented messaging:

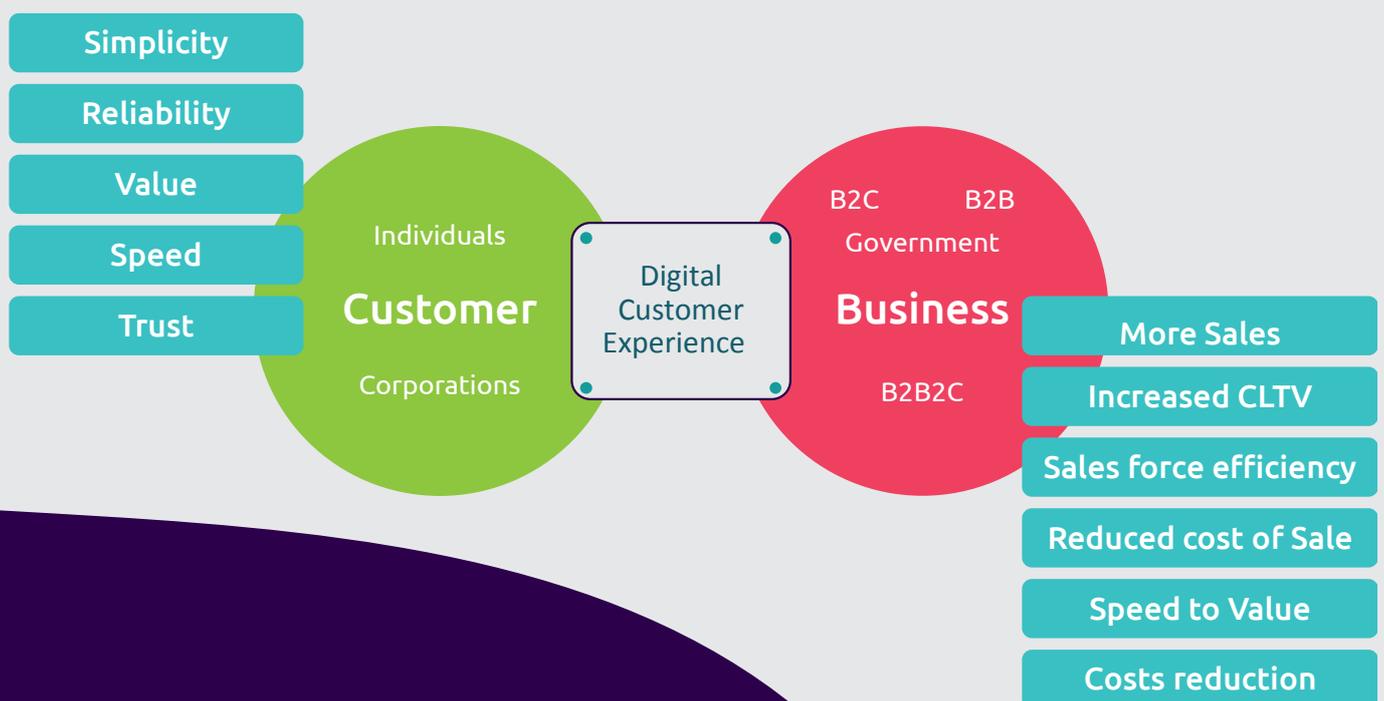
- Mass messaging era: Communicating the same message to everyone, regardless of any contextual elements
- Segmented messaging era: Communicating specific messages per user segment / channel. The segmentation is often supported by calculated customer scores and market analysis.
- Personalized messaging era: Communicating one-to-one messages, offers, actions per consumer / channel / micro moment / event – linked to the consumers journeys. This involves exploiting in real-time all available consumer data through analytics and machine learning.

Recent Capgemini research¹ tells us that consumers’ emotions play a critical role in determining which brands they are loyal to. However, rational factors (such as price competitiveness, promotions, and instant customer service) and certain brand values (such as being socially responsible or environmentally friendly) — are also important.

Predictive Services for Customer Engagement by Capgemini makes balancing the emotions and rational factors through personalized messaging possible.

Built on Pegasystems, this powerful solution offers a bridge between your business goals and your customers goals (see Figure Two).

It uses in-depth data analytics and business rules management to give a contextual view of each customer and their journeys with your brand, allowing you to move from a transactional experience to conversational experience where all digital, inbound and outbound and event experiences are merged into one single view of the customer.



Then, by applying artificial intelligence, event processing and machine learning it identifies the experience most likely to deliver optimal value to your business and delight your customer – be it an action or a proposition. For every customer, marketing teams can identify and recommend the next-best-experience – in turn, this produces loyalty which will encourage further engagement and an evolution of the relationship to something more precious. It goes beyond just the initial sale and becomes just one step in the process for lengthy, positive relationships with customers. For example, companies that can recommend next-best-actions to educate and inform, rather than just sell though next-best-offer, are in a much stronger position to move up the CX hierarchy of needs and keep customers coming back.

Keep track of the dynamic journeys customers make with your brand.

Using the analytics-led contextual information, Capgemini Predictive Services for Customer Engagement constructs, filters, sorts and selects a next-best-experience for each customer.

- **Construct:** compile all the possible proposition options for serving your customers with relevant content based on information you know about them;
- **Filter:** remove propositions that are not eligible, valid or relevant for a customer's specific journey with your brand across all touchpoints;
- **Sort:** prioritize and rank the propositions most likely to appeal from a mix of selling and servicing messages and/or offers; and
- **Select:** choose the most relevant propositions based on a customer's personal journey with your brand and pass them to the appropriate channel – from emails and push mobile messaging, to inbound intelligent voice recording, contact center support, and online sales and services.

Optimizing customer value

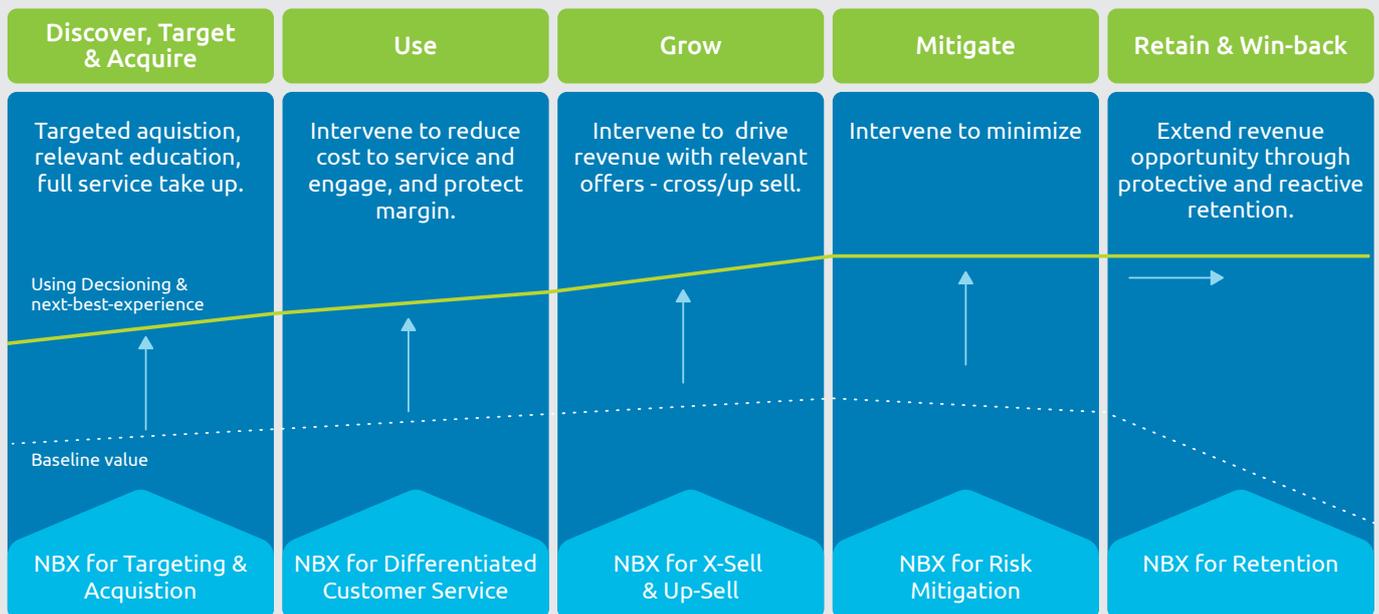
Capgemini Predictive Services for Customer Engagement feeds into the complete customer journey within your organization: Sales, Customer Services, Operations, and Marketing. Insight into a customer's individual interaction across multiple

Personalizing a next-best-experience for better customer satisfaction

Increase your customer conversion rate with personalized offers across any channel, at the right time.

Validity, eligibility and relevancy are the **WHO, WHAT, WHEN** rules to make sure the right propositions are included, and the wrong ones are removed.

channels will help you to optimize the value of every single customer. Likewise, be it short-term, mid-term, long-term you can manage a clear strategy for each customer (see Figure Three). Your next-best-experience may not be related to a product. Instead, it might be a relevant service message based on a customer contact that engenders heightened satisfaction. Or you might offer a personalized discount based on the predicted future value of that customer. In either of these scenarios, your proposition will be driven by the data captured, analyzed and intelligently interpreted from across your customer engagement channels.



Capgemini Predictive Services for Customer Engagement gives you:

- Predictive analytics and modelling enabling you to target customers with contextual and timely propositions that engender sustainable loyalty;
- Real-time key performance indicator monitoring and reporting of a customer's interaction history unified across all channels – helping you continuously monitor, control and adapt – and importantly driving towards successful outcomes;
- Adaptive decision making based on customer feedback, with propositions weighted against the relative value to your business;
- An easy and fast way to translate changing business requirements, such as new products, channels, devices, policies, and procedures, into an always up-to-date customer service application across all your touchpoints;
- Make Employees More Effective: A unified desktop – populated with information from all interaction channels - gives all employees the same knowledge of the customer. This, along with step-by-step guidance, makes your team much more effective and efficient.

Use Capgemini's Predictive Services for Customer Engagement to go beyond selling a product or service with a truly differentiated customer experience built on prediction and personalization.



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.

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contextual customer experience.
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