



Cappgemini 

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## In today's digital world, change is the only constant. Customer decisions are based heavily on emotion and the journey they experience with your brand.

For marketers, this means they face an increasingly complex and ever-changing challenge:

- Increased customer expectations
- New buyer behavior patterns
- Increased number of touchpoints and evolution in their usage
- Need for connection with customer journeys
- Increased amount of data.

The CMO role is evolving and transforming faster than any other role in the C-Suite. Today's CMO has vast

and complex responsibilities that span brand, customer, technology, analytics, and, most importantly, growth. They are tasked with delivering experiences to:

- Acquire new customers
- Retain existing customers
- Tailor each individual customer's experience
- Streamline and optimize marketing costs
- Cultivate real, sustainable customer relationships
- Drive the growth of the business

### Be personal, relevant, and useful

To really connect with customers, brands must provide tailored, personalized experiences which anticipate a customer's next step, before they take it. This means moving away from tactics like mass email campaigns and moving towards a personal approach. And in this omni-channel, real-time world, this means leveraging digital advertising, social media, websites, and content. Marketers have a lot to focus on, but they can optimize the customer journey through cross platform/multichannel marketing, custom content, and predictive analytics.

By moving towards the personalized marketing and messaging era, a brand can establish engaging relationships with its buyers – leading to increased loyalty and increased spend. In fact, Capgemini research tells us that 70% of emotionally engaged buyers say they spend up to two times or more on brands they are loyal to. In contrast, slightly less than half (49%) of buyers with low emotional engagement say the same. This data suggests that cultivating emotional connections with consumers could result in a significant lift in basket or transaction size.

### Personalized messaging requires a marketing engine powered by data, insights, and events.

At the heart of this is technology. The Adobe Experience Cloud brings together marketing, data, and content. It is a complete set of marketing solutions that provides everything you need to gather deep insight into your customers, build personalized campaigns, and manage your content and assets. It allows today's CMO to create a real connection with the people who are most important to the business - their customers and their employees.



Great customer experiences have something in common. They're compelling. They are personal.

## Reimagining customer engagement. Delivering results.

We provide end-to-end marketing strategy, design, and execution services to support the full suite of efficient and effective marketing activities – broadly into the customer ecosystem and deeply into our clients' enterprise. From Retail, Banking, Manufacturing and Healthcare, we drive game-changing solutions.

We integrate Adobe Experience Cloud with our clients' existing systems and identify ways to connect, manage, and optimize multiple channels used by customers, vendors, suppliers, and other end-users, all of whom have a different need. Ultimately, we help our clients to seize control of their brands across these channels to deliver revenue-impacting initiatives.

Capgemini can help no matter what stage you're at in your brand's digital transformation, whether you are in the planning, design, enabling, delivering, or measuring stage. Our unique blend of strategy, technology, design, and operational capabilities combined with our ability to scale to deliver efficiently, effectively, and globally enables us to grow your most precious asset: the relationship between you and your customer.

1 Capgemini Research Institute, Loyalty Deciphered- How Emotions Drive Genuine Engagement, 2018

### A history of excellence

Capgemini leverages award-winning, proven expertise to scale and industrialized solutions that inspire our clients, redefining what it takes to be successful. Capgemini is recognized as:



2018 Adobe Experience Award

Magento Partner Excellence Award



Magento Innovator of the Year

Specialized in Adobe Experience Manager solutions globally



2018 Adobe Experience Cloud Partner of the Year - EMEA

Adobe Global Alliance Partner

Magento Enterprise Solution Partner



Gartner Magic Quadrant LEADER for CRM and Customer Experience Implementation Services (2018, 2019)

### Proven experience

The Capgemini and Adobe alliance offers an unmatched experience that delivers unique value for organizations across the globe.

**750+**

Adobe experts globally

**275+**

Adobe Experience cloud-certified professionals

**100+**

Adobe Creative Cloud creative designers

**50+**

Magento certified specialists



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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 over 211,000 team members in over 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

Learn more about us at

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

**People matter, results count.**

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