



Next Generation Contact Center

Drive customer engagement and business outcomes at the same time

In a highly competitive environment, contact centers need to embody the brand experience while driving customer engagement and contributing to business results. Contact centers also need to manage the explosion of interactions on a growing number of channels. At the same time, they seek operational excellence while optimizing resource allocation and maintaining the required level of service.

Capgemini Next Generation Contact Center: Delivering an omni-channel, efficient, proactive, personalized and humanized service experience

We help you build the foundation of a Next Generation contact center that captures and understands your customers' feedback and sentiments in real time. It also enables you to deliver efficient, accurate, and personalized case resolutions while ensuring customer satisfaction and providing opportunities to push up and cross-sell. We empower you with:

Qualification and smart routing – leverage real-time analytics to better qualify customers' requests and route them towards better solutions.

Workforce optimization – leverage data to forecast and schedule complex workflows, better manage resources, and optimize their utilization.

Augmented agents – enable the agents to better know and serve the customers and help them be more efficient by providing an enhanced work environment, investing in their development, and setting up engaging ways of working.

Outbound Interaction management – use customer data and smart automation to proactively engage the customers all along their journey.

Outsourcing management – structure your outsourcing strategy and management to find the right mix between competencies internalization, cost optimization, and brand promise.

Our assets and accelerators

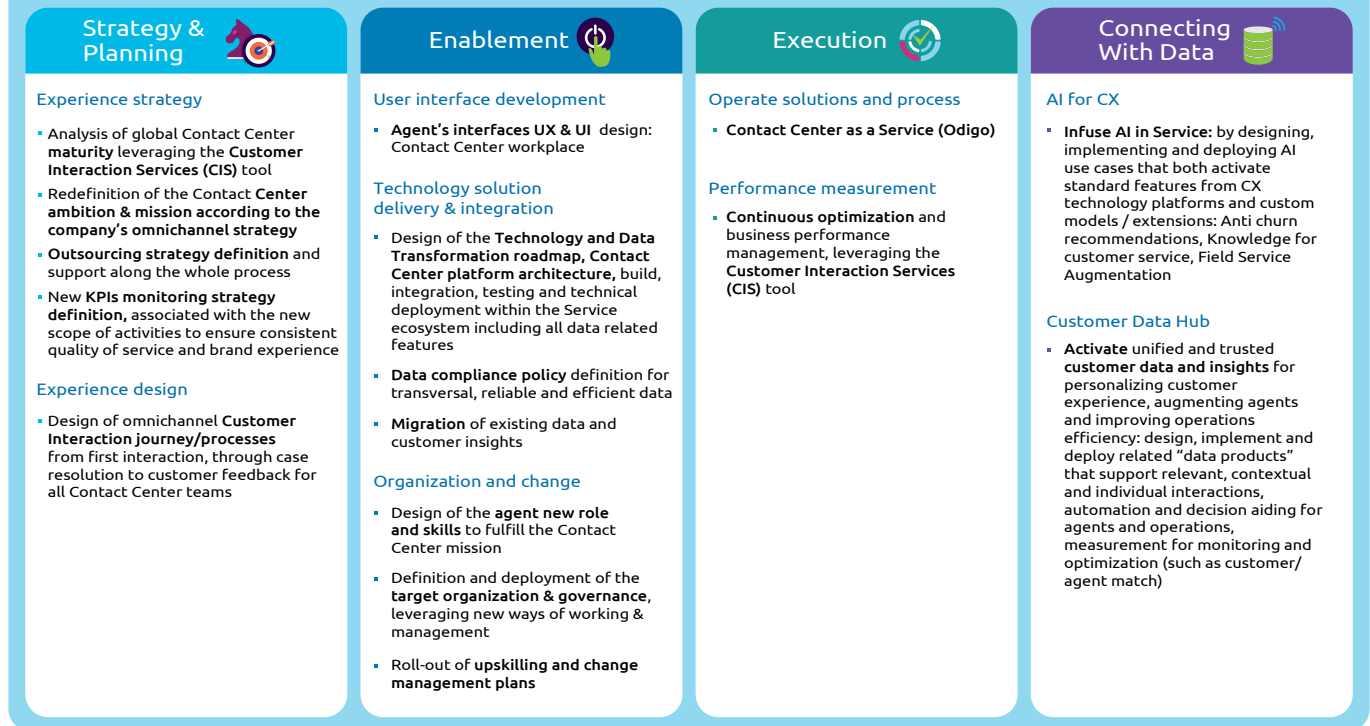
Customer Interaction Services (CIS)

We help you assess the performance of your contact center to improve customer satisfaction, optimize costs, and increase revenue. Key attributes include:

- Maturity scan through quantitative analysis – diagnosis of customer relationship performance from a large customer data panel
- Performance analysis through quantitative KPIs – comparison of diagnosis results with market indicators
- Opportunity identification – transformation recommendation including data on three key dimensions of the customer relationship. [Read more here.](#)



Service offerings for Next Generation Contact Center



Collaborative video interaction with 5G for enhanced customer service

We enable you to drive efficient, personalized, and human-centric interactions with your customer by:

- Enriching the conversation with contextual, video-led and bidirectional data, collaborative conversation, customer camera on/off and interaction functionality
- Facilitating real-time communication and translation, and communication recording
- Simplifying use with full screen video functionality with no need of keyboard.

Odigo (Contact Center as a Service)

Odigo is Capgemini's cloud contact center solution, which provides an omnichannel experience at every stage of the customer journey. [Read more here.](#)

Our Partner Ecosystem

We leverage our global footprint, strong experience and deep cross-sector expertise to support you all along your customer service programs. We have partnership with global vendors and offer platform solutions dedicated to customer service including conversational intelligence, suggestion engine, cognitive RPA and smart call tracking, to name a few.



About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group 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. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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