



Customer Experience

Empowered Sales



B2B buyers expect the same buying experience as the B2C customers

With revenue growth as the top business priority and customer retention still crucial to stabilizing revenues, more and more organizations are considering customer acquisition as the first lever of growing their business. Moreover, B2B buyers are increasingly demanding and expect the same buying experience as B2C customers.

This means that B2B sales teams have to focus on selling products and services that contribute directly to clients' business value and growth. Building and guaranteeing a consistent journey all along the customer lifecycle and responding quickly and effectively to customer needs are crucial to maximizing customer engagement and loyalty.

Moreover, sales teams can leverage unified and actionable insights all along the sales process, thanks to data and AI, to focus efforts on the most relevant opportunities with customized propositions. Deeper, targeted conversations, relationship-based approach, and multi-channel interactions allow the sales teams to work as trusted advisors while maximizing deal value and optimizing overall sales costs.

Capgemini Empowered Sales: Reinforce sales force efficiency and deliver a great customer experience

We help our B2B and B2B2C clients drive sales through deep intimacy with their customers. We personalize journeys through 360° account management with solutions from our global partners, creating great customer experiences. We also maximize profitability through optimized pricing and automated transactions.

Empowered Sales reinforces sales force efficiency, providing sales teams with the right tools to better serve their customers, and to win long-term opportunities.

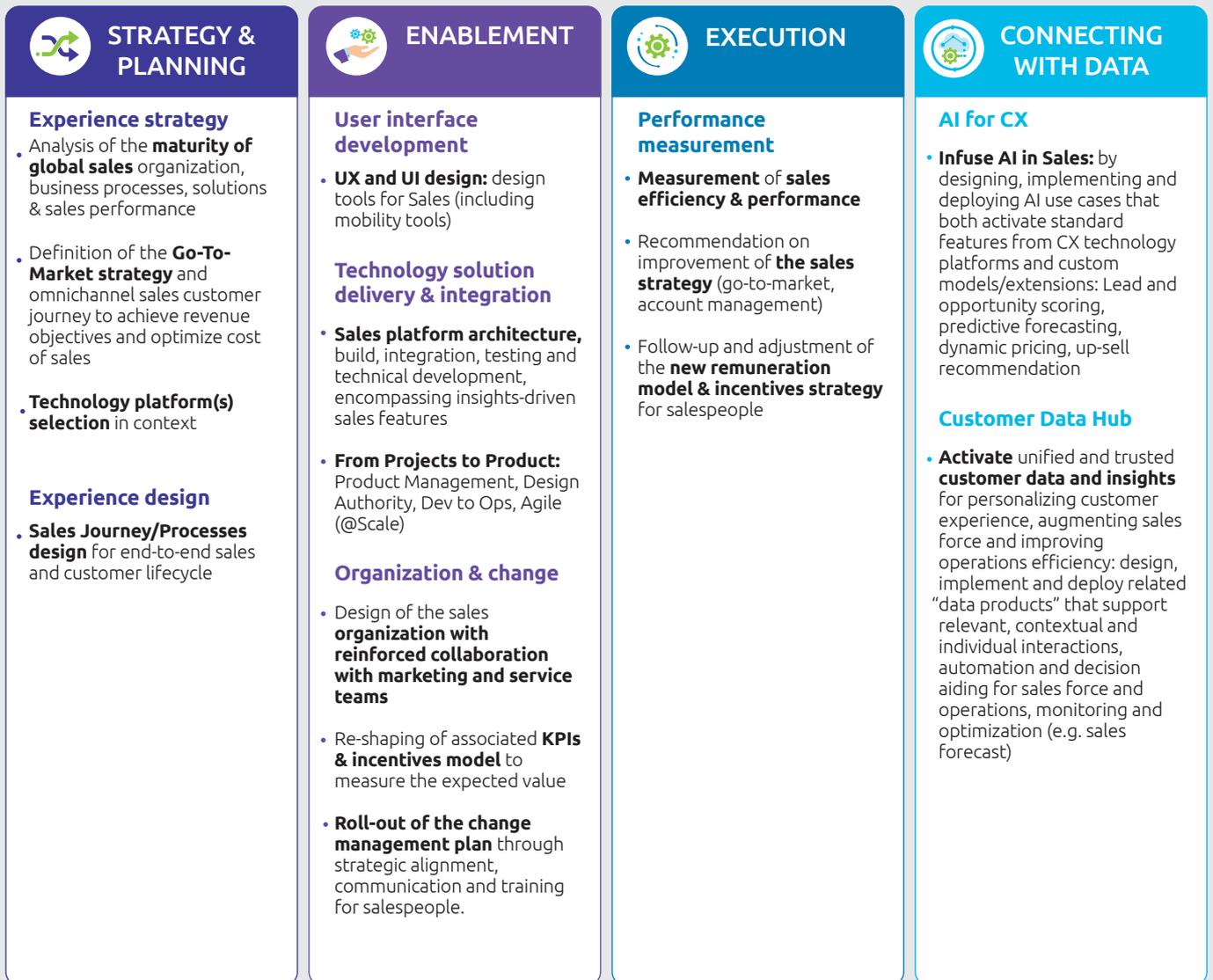
Turn your average salespeople into star performers

We help you create value for both your customers and your company by:

- Reimagining your customer portfolio management and sales strategy: A unified go-to-market strategy, a tailored account strategy, and targeted customer sales journeys designed with the appropriate channel-mix
- Building a continuum across the organization: Structure the sales process and help invest in an upskilling plan for the sales force while redefining KPIs and associated compensation models
- Empowering your sales force: Implement digital tools to master your product and service portfolio and infuse insight-driven sales to increase efficiency and performance
- Enabling business continuity and recovery: Create new interaction channels, new ways of working and collaboration and transform salespeople by equipping them with new-age digital tools.



Service Offerings for Empowered Sales



Personalize offers in real time with our Configure, Price and Quote (CPQ) solution

Our solution helps you unleash your sales potential to maximize hit ratio and value creation for you and your customers by generating additional sales in a customized and personalized way.

- Configure quickly and easily: Accelerate lead conversion on key sales phases, thanks to automation.
- Price appropriately: Elevate deal margins with smart solution possibilities and effective pricing policy and increase price transparency thanks to value-based pricing analysis features.
- Quote accurately: Provide the right offer at the right time, thanks to personalization and reduced quotation errors through a single source of truth.

Our value proposition

We help you drive sales while maximizing sustainable and profitable growth through personalized customer experience. We empower your sales force to be customer-centric in four steps:

- Understand market trends and customer expectations to rethink and customize product and service offers for your clients using an account-based marketing approach
- Focus on a “seed-and-grow” approach towards a long-term relationship by building a robust organization and investing in your sales teams (upskilling, management, and compensation).
- Optimize profitability by anticipating customer needs through a “smart-selling” approach enabled by fact-based analysis of customer insights (customer and social data).
- Restart sales during and after a crisis: reinvent interactions between your sales force and customers while maintaining a high level of commitment to the brand and encouraging collaboration with other external entities.

Our partner ecosystem

We leverage our global footprint, extensive experience, and deep cross-sector expertise to support you all along your sales programs. We partner with global vendors to offer platform solutions across several domains, including transforming sales through customer journeys, shift to remote sales practices, and AI-based intelligent sales automation.



To know more, visit our [CX global webpage](#) or connect with our CX Experts:



Julien Leblois

CX offer - Sales & Service offers global lead



Wanda Roland

CX offer - Sales & Service offers Deputy lead / NA

About Capgemini

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. A responsible and multicultural company of 265,000 people in nearly 50 countries, Capgemini's purpose is to unleash human energy through technology for an inclusive and sustainable future. With Altran, the Group reported 2019 combined global revenues of €17 billion.

Learn more about us at

www.capgemini.com

People matter, results count.

The information contained in this document is proprietary.
©2020 Capgemini. All rights reserved.