

# INTELLIGENT CUSTOMER INTERACTIONS

DRIVE ENHANCED ENGAGEMENT AND  
LOYALTY THROUGH DELIVERING A  
FRICTIONLESS CUSTOMER EXPERIENCE

Capgemini 



**A personalized, frictionless customer experience**



**An omnichannel, digital-first customer journey**



**Enhanced customer engagement**



**An improved Net Promoter Score**

## The “new normal” has reinvented customer experience

The global pandemic has accelerated a paradigm shift in customer behavior and expectations. Customers now want to engage organizations through more relevant, innovative, seamless, and personalized interaction models.

In this emerging “new normal,” digital adoption is mandatory and deeper digital transformation the norm. Business models have changed and a new equation between organizations, customers, and technology must be designed – especially in the customer interaction operations space.

Capgemini’s approach to the new normal customer interaction is to create ever more agile and seamless connections with its customers. This is achieved by developing new ways of detecting, preventing, and overcoming friction and complexity across operations to deliver superior, frictionless business outcomes and customer delight.

## Deliver enhanced customer experience excellence through frictionless customer interactions

Capgemini’s Intelligent Customer Interactions solution puts your customers at the center of your business. Our goal is to deliver a digitally-augmented yet human-centric experience on behalf of your organization.

Capgemini’s offer is a next-generation digital contact center service solution leveraging AI augmentation to deliver a persona-influenced service design that integrates humans and machines. This enables you to drive a more meaningful, emotive and frictionless relationship with your customers. Our committed enhanced business outcomes include:

- **A personalized customer experience** – an aligned, cross-generation contact experience strategy that creates a virtuous circle of satisfied customers that help your business grow within the context of the “new normal”
- **An omnichannel customer journey** – leverage digital-first customer interactions across a range of channels, including phone, email, chatbots, social media, self-service platforms, and user portals
- **An improved Net Promoter Score** – increased customer satisfaction scores enhance your brand value and loyalty
- **Enhanced customer engagement** – meaningful customer conversations across digital channels.

Capgemini’s Intelligent Customer Interactions service drives synergies across your upstream and downstream process value chain. This drives smooth customer interactions, helping you transition to – what we call – the **Frictionless Enterprise**.



## Reshape your customer journeys by leveraging a human-digital mix

Each brand is unique, and each customer segment has different needs and expectations. Our offer leverages human interaction design, organizational design, and scalable AI-enabled tools to reshape and streamline your customer promise, including:

- **A human-integrated digital-first approach** – leverage a comprehensive, scalable suite of AI-enabled tools and digitally augmented services to support interactions between your customers and agents across a range of channels, including phone, email, chatbots, social media, self-service platforms, and user portals
- **Customer journey orchestrator** – implement personalized end-user solutions to drive a seamless, integrated experience across various departments and provide real-time customer insights
- **Strategy and insights-led service design** – leverage intelligent automation and analytics to drive a service delivery based on insight-based reporting dashboards.

With the rise of the hybrid or flexible workforce, our integrated service management and command center also provide best-in-class capabilities in intelligent workforce management, holistic forecasting, and skill optimization across your onsite and remote teams.

## The Frictionless Enterprise

The Frictionless Enterprise seamlessly connects processes and people, intelligently, as and when needed. It dynamically adapts to your organization's circumstances to address each and every point of friction in your business operations.

At Capgemini, we have applied the Frictionless Enterprise to enhance cohesion across our entire suite of products and services. This enables us to respond rapidly to your changing requirements and deliver your specific business outcomes in a value-focused way.

We implement ways to detect, prevent, and overcome frictions – leveraging our latest thinking, organizational design, and intelligent solutions to achieve our goal of effortless operations.

## Why Capgemini?

Capgemini's long history and strong reputation of delivering consulting, technology, and operational expertise in the customer operations space has already made a significant and positive impact on many of our client's bottom line and profitability. Our clients come from a range of industry segments, all with their own unique commercial and trading landscapes, as well as a broad variety of challenges that require innovative and expert solutions.

With over 7,000 voice agents serving over 160 countries in 38 languages from 17 regional delivery centers 24/7, we work collaboratively with our clients and technology partners to transform your operations into a world-class, cloud-enabled, digitally optimized, customer-first organization.



## Frictionless, scalable customer services that leverages a digitally augmented workforce

One of North America's largest retailers in the education sector was struggling to handle volume peaks of customer queries during the busy season. Our client was looking for support to reimagine its existing applications and leverage agile resources to manage its complex network of franchisee stores.

Capgemini's customer interactions team implemented an enhanced, cost-effective interaction strategy that to improve the client's internal communication and customer query resolution across its global network. This included:

- An omnichannel customer contact front office enabled through Zendesk.
- A front-office customer service team managing customers queries and application support to managers and employees across its 1,500 stores
- Back-office service support for technical queries and exceptions.

Capgemini's interaction service leverages intelligent automation to capture data across the customer channels – phone calls, email, chat, employee portal, and self-service platform. This is integrated with Capgemini's Intelligent Command Center to generate enhanced customer behavior insights. Within 12 weeks, we have delivered:

- **Frictionless, next-generation customer services** – leveraging a digitally augmented and remotely onboarded workforce
- **A faster query resolution rate** – through leveraging intelligent automation for touchless transactions
- **Scalable resource planning management** – rapid ramp up and down of multilingual support and services.

To learn more about how Capgemini's Intelligent Customer Interactions helps you deliver a superior, frictionless people experience, contact: [businessservices.global@capgemini.com](mailto:businessservices.global@capgemini.com)



## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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