Lookbook

Welcome to where your customer-first vision becomes reality. 2024

Capgemini | salesforce

The combined power of Capgemini + Salesforce

The only constant in today's experience economy is change. The customer journey is much more complex today than ever before, and this is setting a new bar for digital experiences that are distinct, personalized, and intuitive.

In short, customers want it all and they want it now. It is up to brands and organizations to respond to these needs in real time, and this requires a comprehensive digital-experienceapproach.

Success is achievable, but the simple, straightforward strategies that worked just a few years ago are no longer enough to set your business apart. Instead, this new, multifaceted customer journey requires a new,

multifaceted approach. Every aspect of this must work in unison toward the goal of guiding consumers on their own, personalized journeys.

From this standpoint, success requires so much more than just a gorgeous website design or the flashiest technology. It demands a smart, thoughtful approach to design – combined with a carefully constructed, comprehensive customer-experience strategy. When a deep understanding of your customers is combined with an iterative approach to experienceexcellence, the results can be transformative.

With unmatched Salesforce expertise and experience, Capgemini knows exactly how to deliver transformative digital-experience solutions. Our unique value-centric delivery processes create quick-win results and continuous, progressive ROI growth. Capgemini and Salesforce foster a creative, entrepreneurial approach to your business, developing solutions consistent with your business goals. We do this through uniting expert

strategists, analysts, and designers to support this crucial mision.

To show you what we mean, this comprehensive Lookbook illustrates how our focus on design and strategy drives tangible, repeatable, and transformtive results for our clients.

In everything we do, we believe that results matter more than promises. Capgemini ensures your business is on the right path to realize the full potential of your unique brand and optimize on your successes. As you read through these success stories, we hope the designs and strategies we present here will both inspire you and spark creativity to help you envision what your own customer journeys could look like. When you're ready to talk with us, we're here for you.

We hope you

enjoy.

Content

Digital customer-experience case studies

Heathrow

The *challenge*

Heathrow is the UK's busiest airport and a major international travel hub, located in London. It connects millions of passengers to destinations worldwide with extensive flight options and world-class facilities. Heathrow Airport was underway in utilizing its Salesforce multi-cloud solution to deliver an enhanced digital customer experience and build back better in a challenging and uncertain economic environment. Its complex digital ecosystem required unified CI/CD processes across the breadth of its delivery teams to ensure ongoing delivery success.
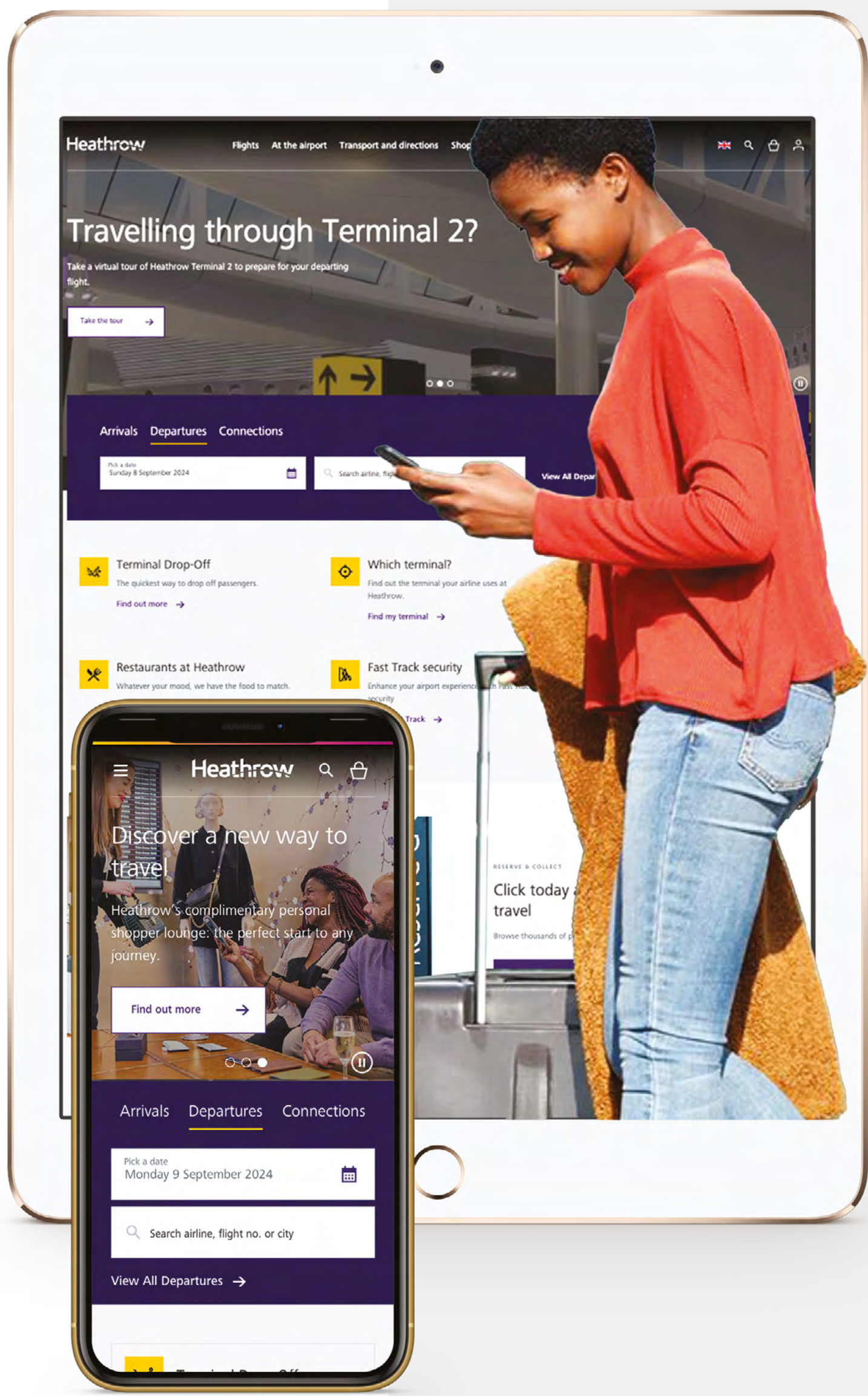
The *solution*

Collaborating with Capgemini and Copado, Heathrow implemented an innovative system integration approach to enhance its Salesforce Service and Commerce Cloud platforms, facilitating continuous improvements and delivering greater benefits for both passengers and business operations.

The *result*

The company has significantly decreased the effort required to effectively support passengers by enhancing visibility into code quality and automated testing outputs. This improvement has streamlined the onboarding process for new team members and fostered expanded intra-team collaboration. Additionally, there is now a tighter integration with Heathrow's development systems, ensuring more cohesive and efficient operations across the board.

Technology **leveraged** | Salesforce Multi-Cloud

MillerKnoll

The *challenge*

MillerKnoll is a leading global design company known for its innovative furniture solutions and iconic brands, including Herman Miller and Knoll. The company specializes in creating high-quality, sustainable designs for home and office environments. Mergers and acquisitions had led to inefficient and redundant processes and MillerKnoll needed a platform for online experiences that reflect the quality of the brand.

The *solution*

In collaboration with Capgemini, MillerKnoll developed a comprehensive, modern B2C platform on Salesforce, serving as a cornerstone for its complete digital transformation.
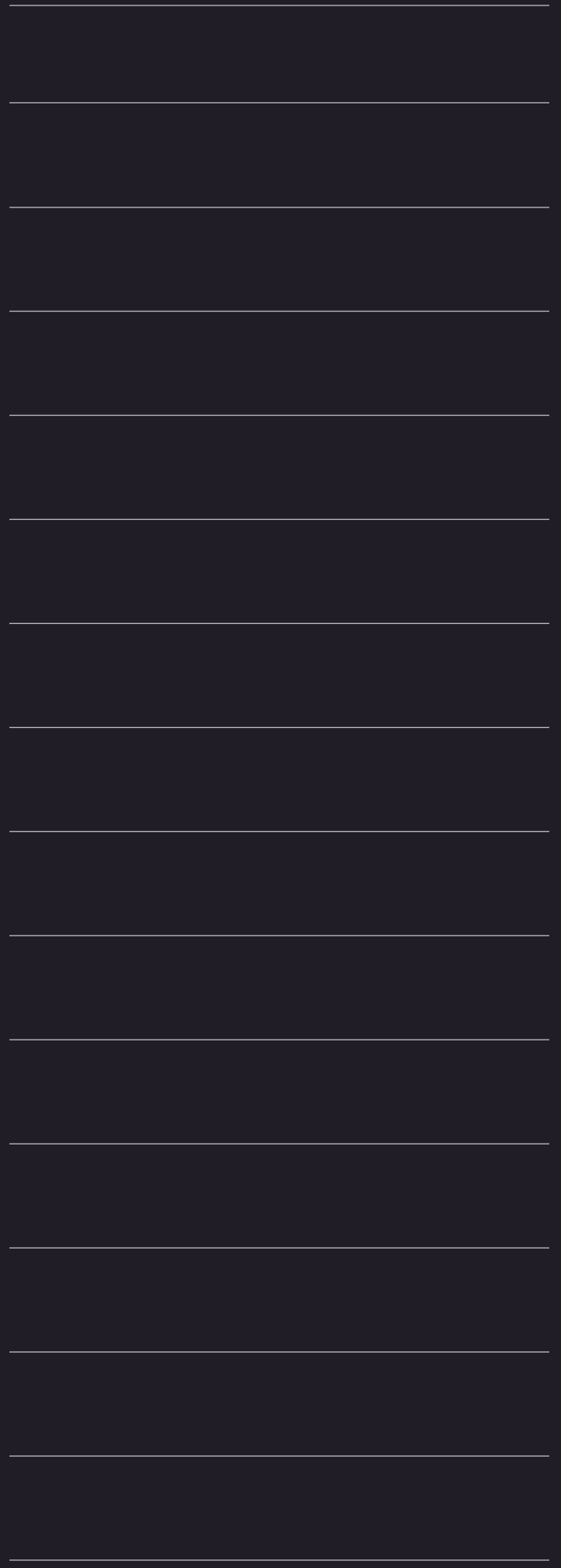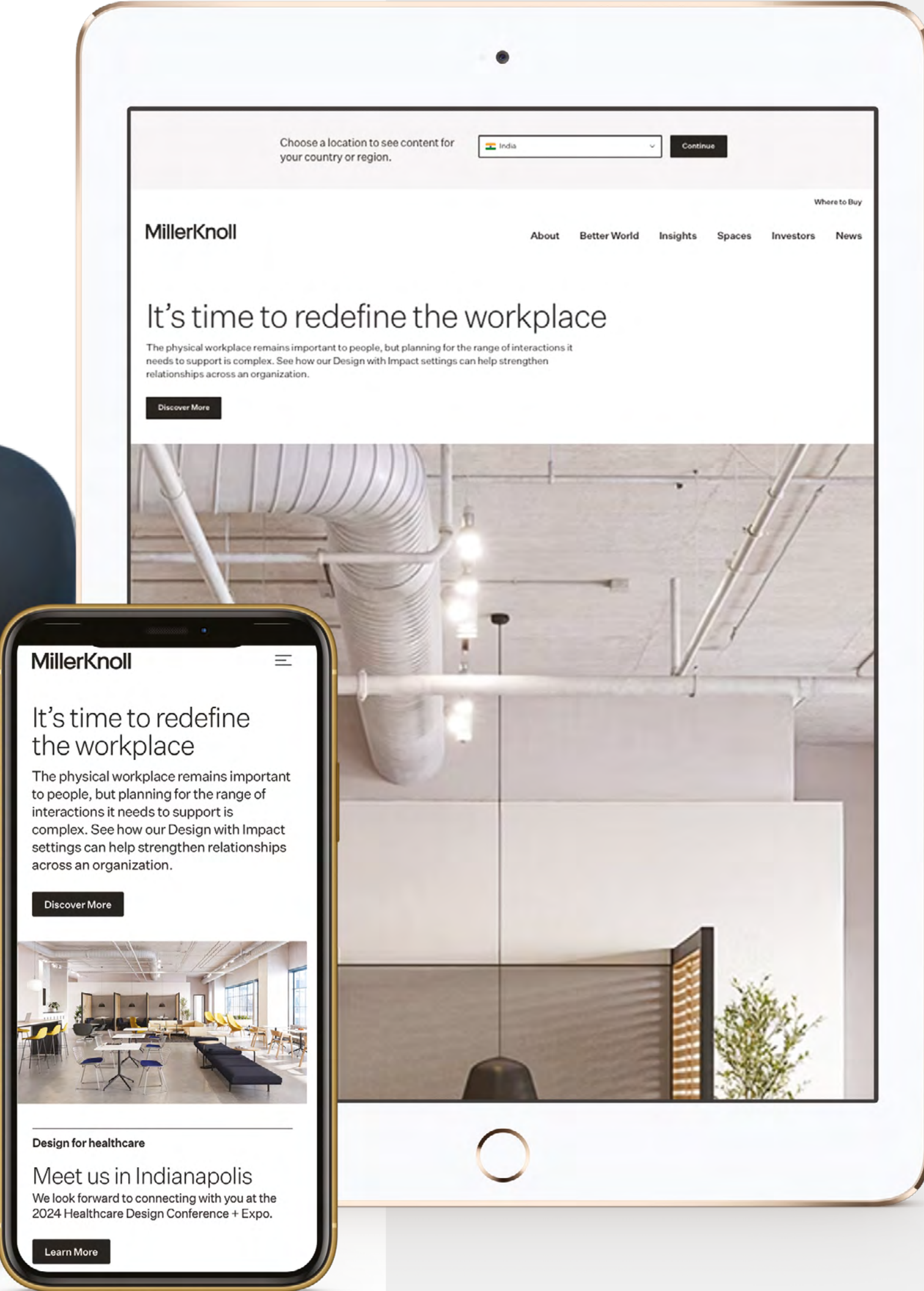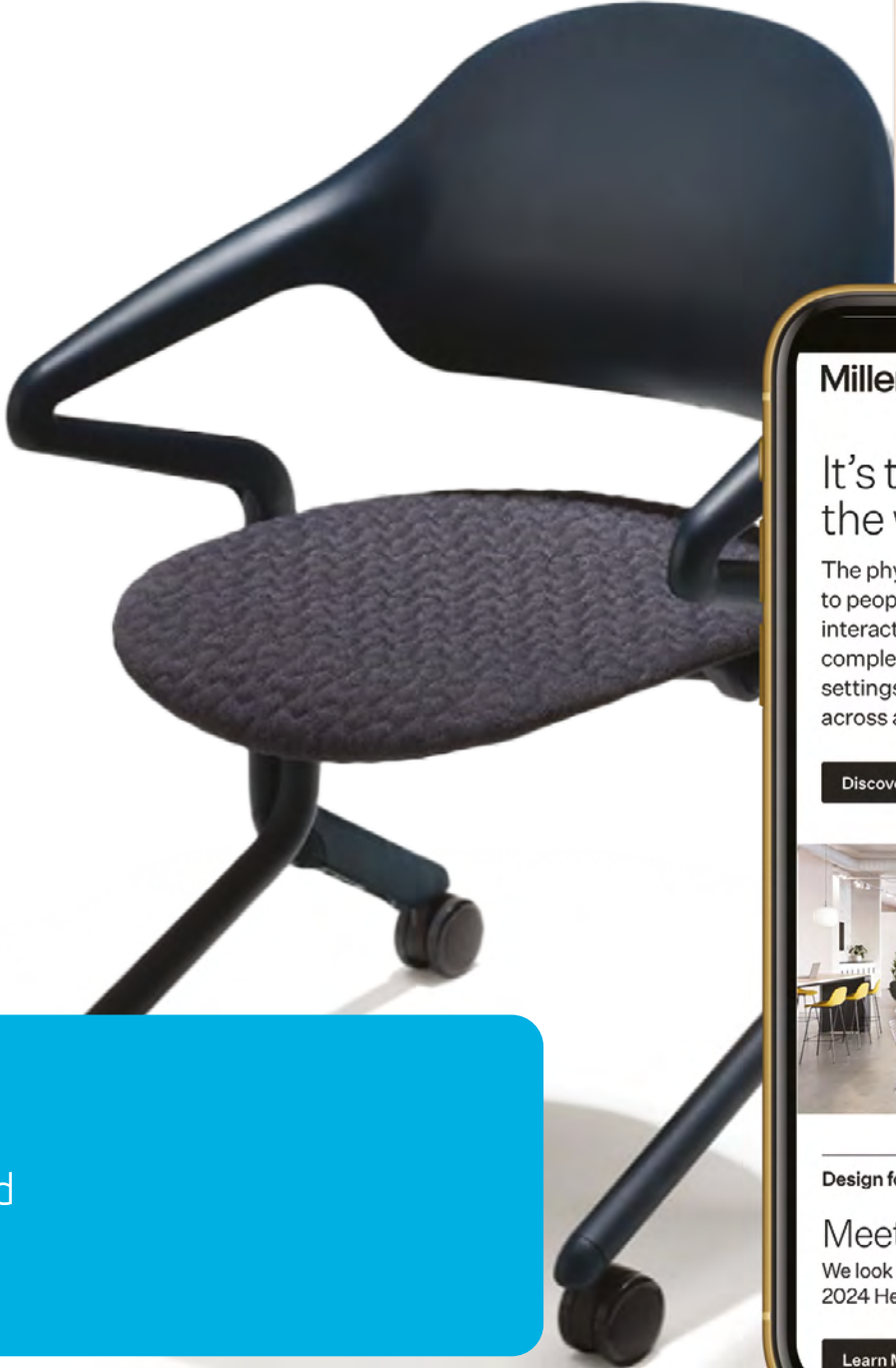
The *result*

The company has seen increased conversion and engagement across its brands, driven by streamlined internal processes that free employees from repetitive, administrative, and logistical tasks. This efficiency allows the team to focus on creating more extraordinary shopping experiences tailored to each brand's target audience, ultimately enhancing customer satisfaction and driving sales.

Technology **leveraged**
🛒 Salesforce Commerce Cloud

BREITLING 1884 | **140** YEARS OF FIRSTS

The *challenge*

Breitling is a renowned Swiss watchmaker celebrated for its precision timepieces, particularly favored in aviation. The company combines innovation with tradition to produce high-performance, luxury watches. Breitling wanted to pursue its net zero future vision, but had to contend with time-consuming data collection and management processes.

The *result*

The company has achieved faster and more accurate data management through standardized data organization and reporting, which has provided greater visibility into sources of emissions. With a single data source for building advanced analytics, the organization now benefits from enhanced insights and efficiency. Additionally, a collaborative tool has been implemented to facilitate information sharing both within Breitling and across its wider ecosystem, including suppliers, fostering improved communication and collaboration.

The *solution*

Working with Capgemini, the company implements the Salesforce Net Zero Cloud (NZC) to automate data processes, improve visibility, and reduce the time and errors associated with manual work.

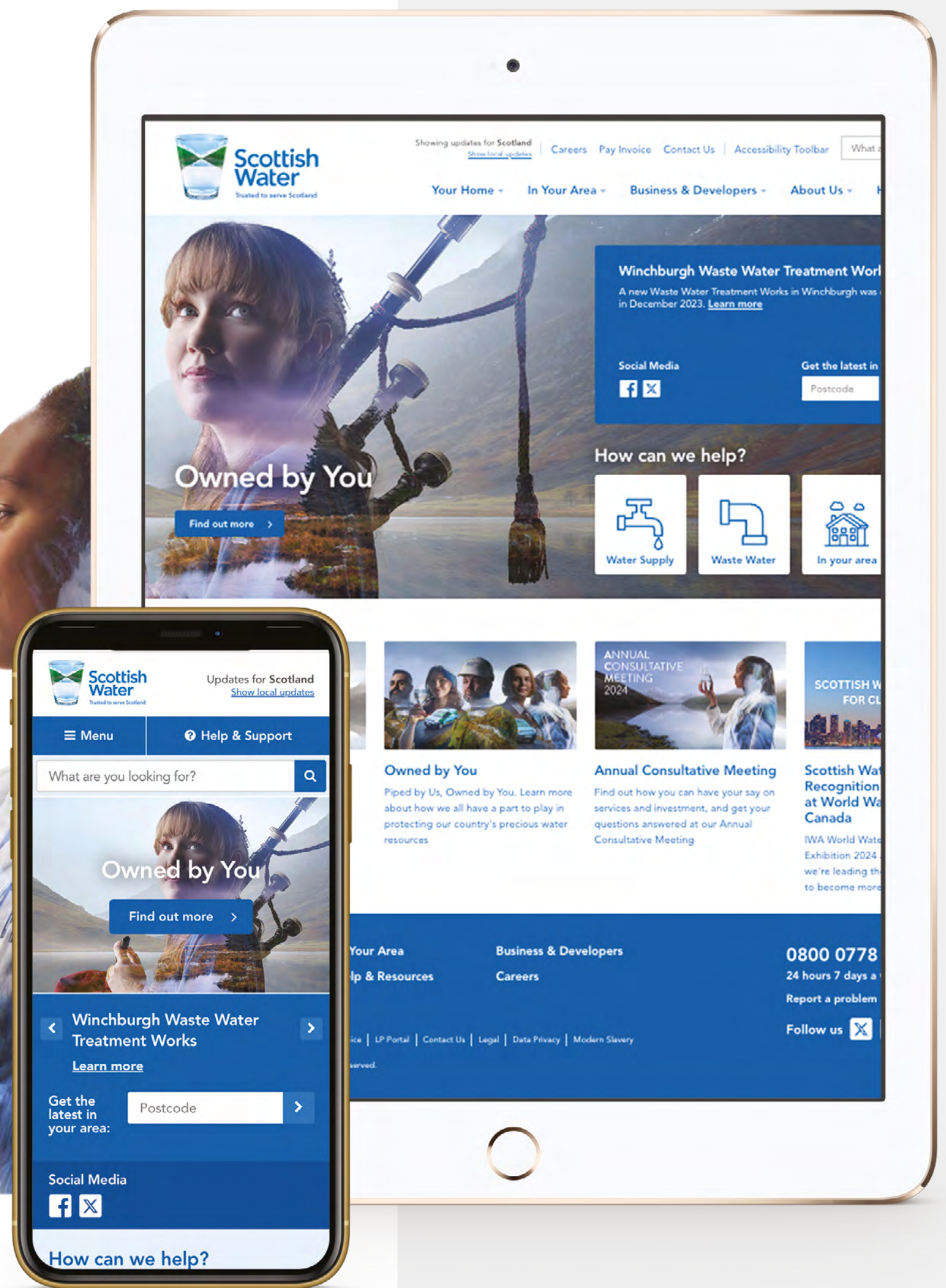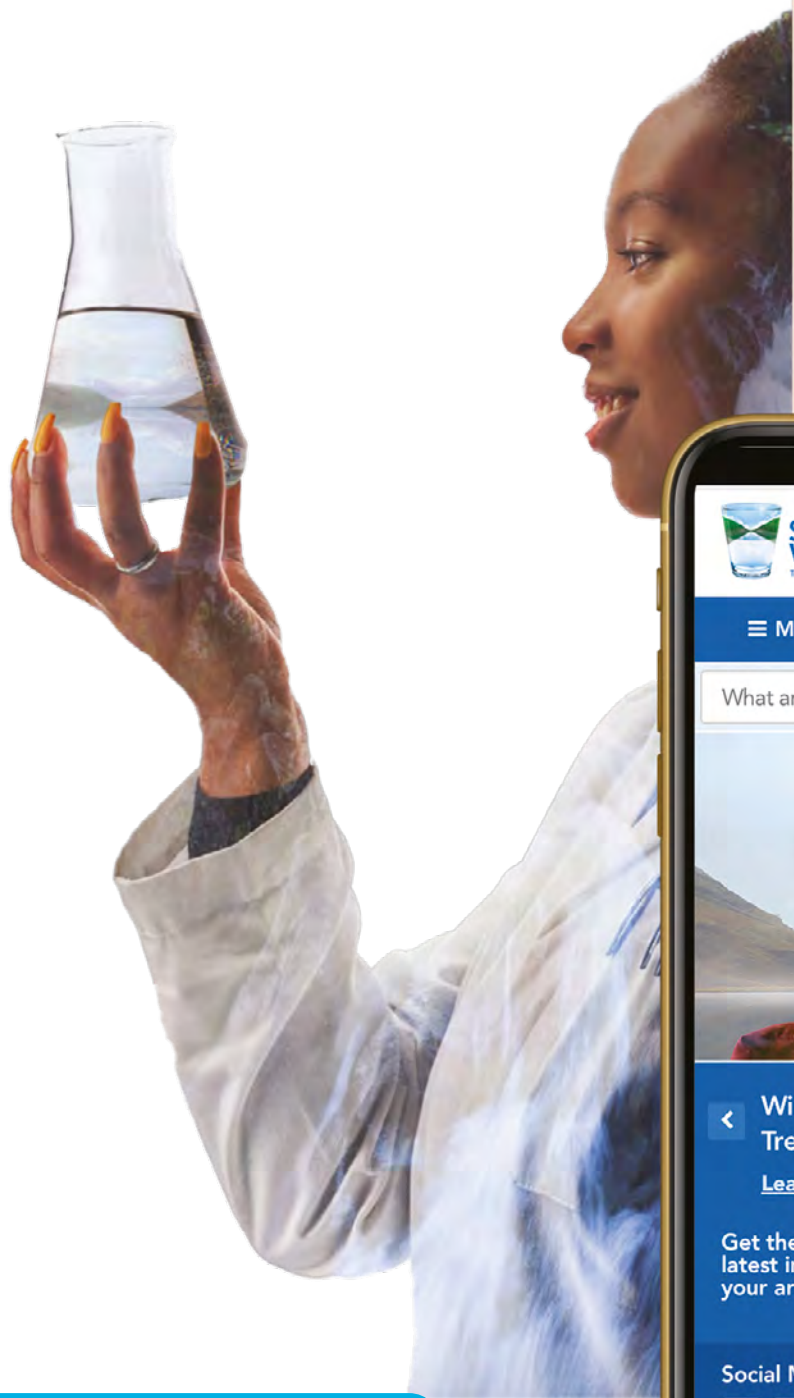*Technology* **leveraged** | 🛒 Salesforce Net Zero
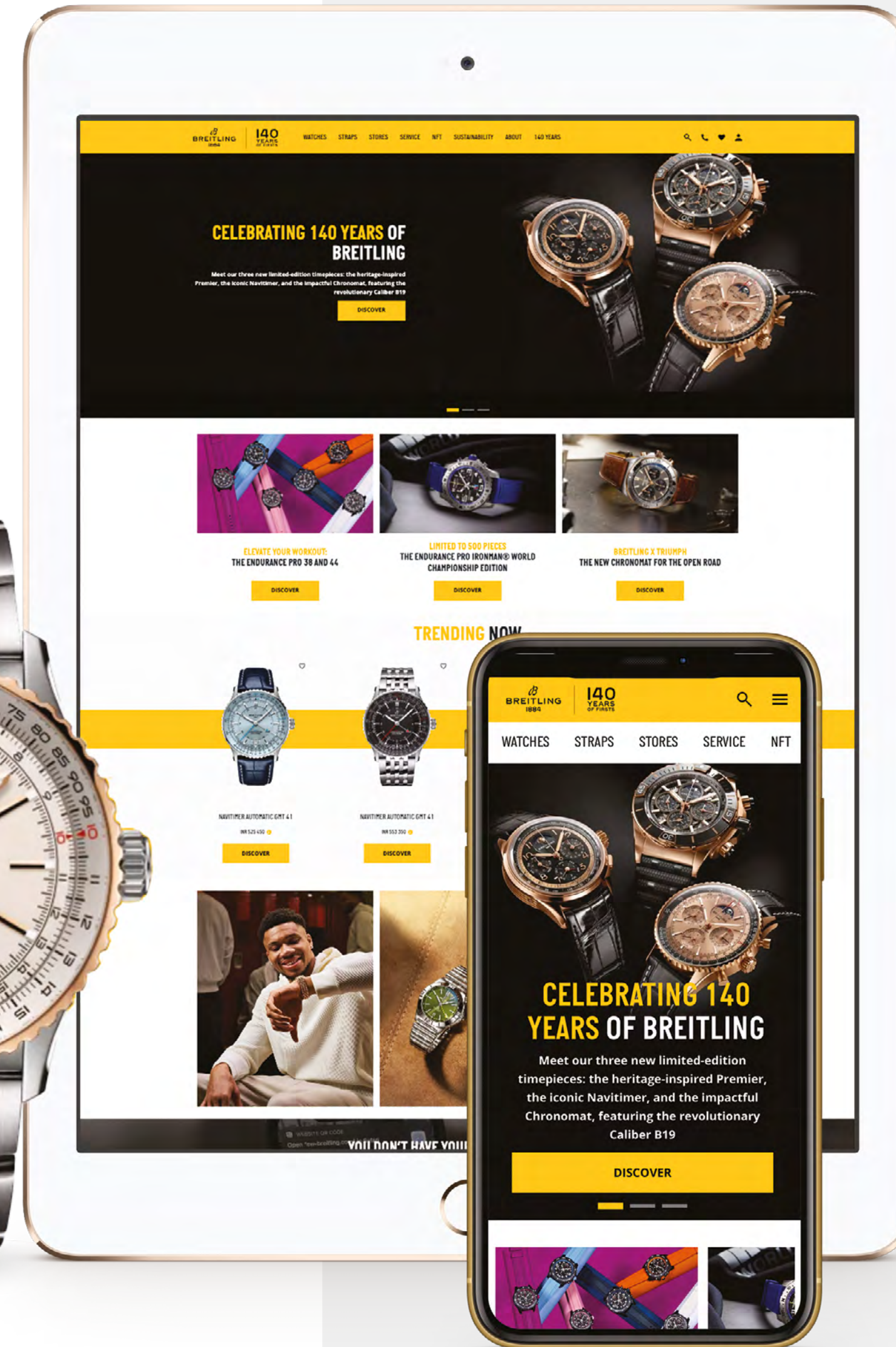
The *challenge*

Scottish Water is a public corporation providing water and wastewater services across Scotland. It ensures the delivery of clean, safe drinking water and the effective treatment of wastewater for communities and businesses. Scottish Water wanted to transform the capability of its field force operations to deliver great customer service while protecting Scotland's precious water environment by improving the condition and performance of key infrastructure.

The *result*

The company has significantly enhanced its operational efficiency, with first-time fix rates increasing from 49% to 62%. This improvement has led to annual savings in operating expenses ranging from £430,000 to £540,000 and a 7-10% reduction in contractual overtime. Additionally, there has been a notable 13% decrease in carbon emissions and a 13% boost in asset maintenance efficiency, reflrwrwrdecting the overall positive impact on both cost management and environmental sustainability.

The *solution*

The water management company partnered with Capgemini to reimagine and redesign the entire field force lifecycle, systems, and processes through the comprehensive SWIFT program.

Technology **leveraged** | 🛒 Salesforce Field Service

The *challenge*

Liberty Latin America is a leading telecommunications company operating across Latin America and the Caribbean. It provides a wide range of services, including broadband, mobile, and cable, to residential and business customers. Liberty Latin America wanted to launch a digital transformation project in order to address technical limitations that inhibited its growth ambitions.

The *solution*

In collaboration with Capgemini, Liberty Latin America implemented Salesforce Communications Cloud and TM Forum-based MuleSoft APIs, resulting in a revamped user experience and facilitating both organic and inorganic growth.

The *result*

The company has achieved a 50% increase in reusability of TMF Open APIs, leading to an 80% boost in data accuracy and an enhanced customer experience. Leveraging advanced AI and machine learning technologies, the company has gained more sophisticated insights, which has contributed to a 40% reduction in time to market. These improvements collectively streamline operations and deliver more valuable, timely solutions to customers.
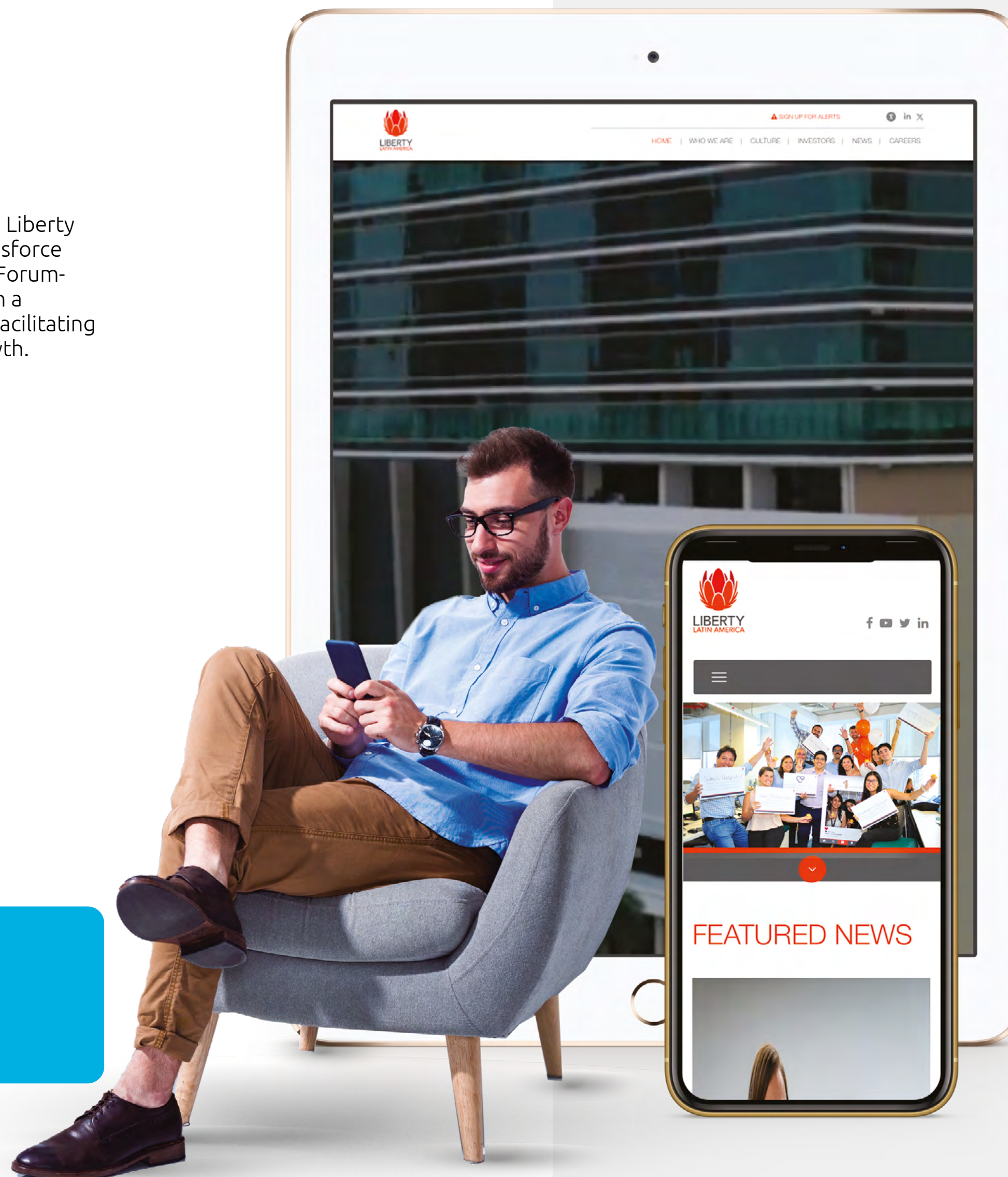
Technology **leveraged**

Salesforce Communications Cloud

hunkemöller

The *challenge*

Hunkemöller is a leading European lingerie brand known for its fashionable and high-quality undergarments, swimwear, and activewear. The company operates numerous stores across the continent and offers an extensive online shopping experience. Hunkemöller wanted to consolidate its customer service system into a centralized tool that would ensure that agents had necessary information when it was needed.

The *result*

The company has successfully reduced the average handling time for phone calls while increasing the rate of first-time-right responses, leading to enhanced customer satisfaction. By optimizing insights through advanced reporting and dashboarding, the company has gained a clearer understanding of data trends and performance metrics, which further supports improved operational efficiency and decision-making.

The *solution*

Collaborating with Capgemini, Hunkemöller implemented an omni-channel, cloud-based Salesforce system, consolidating all relevant customer information into a single tool.

Technology **leveraged**

🛒 Salesforce Service Cloud
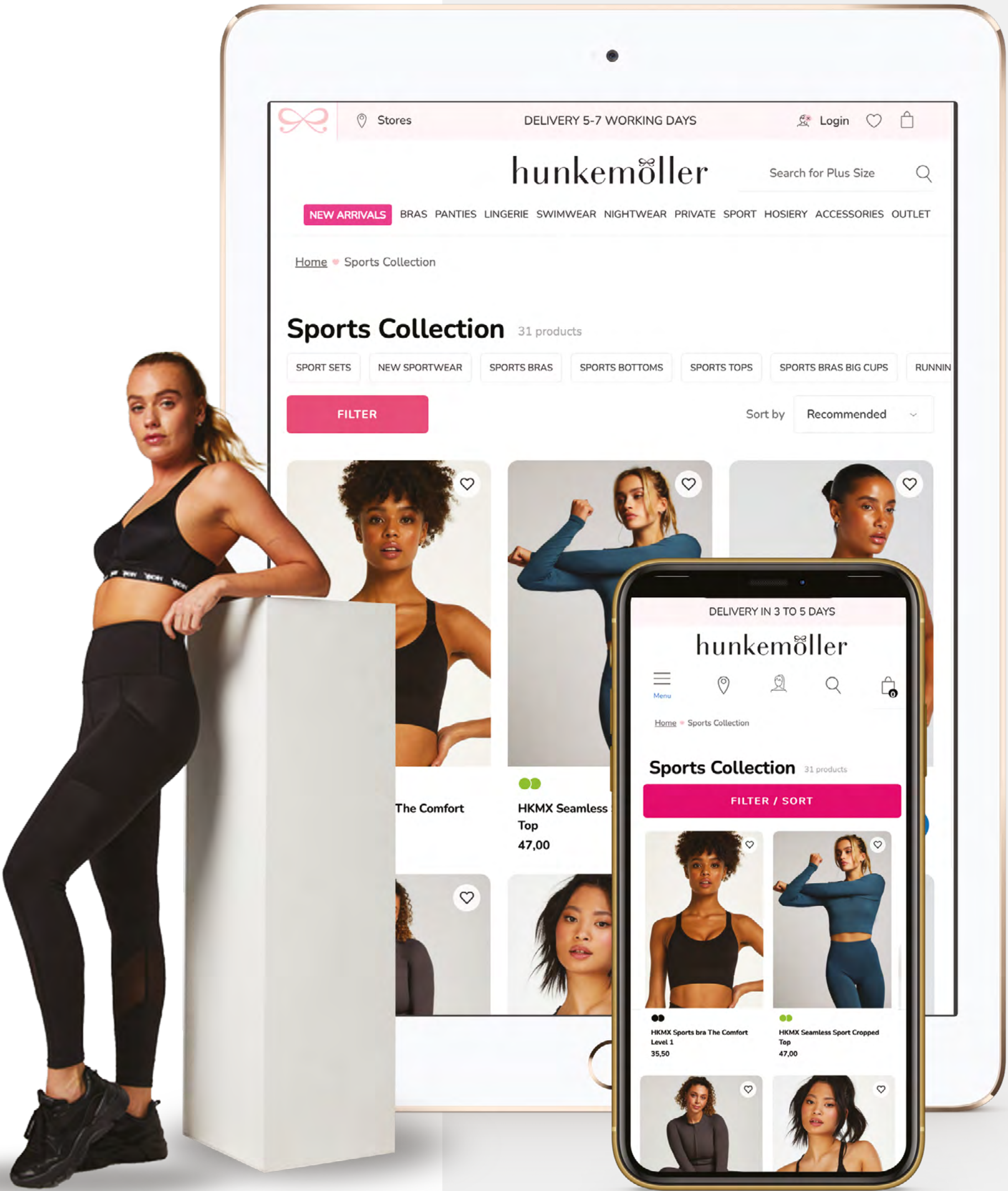
![entercard logo]

The *challenge*

Entercard is a Scandinavian financial company specializing in credit card and financing solutions. It provides customized payment and lending products to consumers and businesses across Sweden, Norway, and Denmark.
Entercard wanted to find a more efficient way to make the customer experience more seamless across all channels, while delivering personalized offers with clear value for their customers and their brand.

The *solution*

The company partnered with Capgemini to implement Salesforce Marketing Cloud, which, alongside Salesforce Service Cloud, enables them to run automated, multi-channel customer journeys.

The *result*

The company has gained a clearer understanding of customer needs, empowering marketers to efficiently manage segments and content within a unified platform. This consolidation enhances their ability to tailor offers and customize experiences, resulting in more targeted and effective marketing strategies that resonate with individual customer preferences.
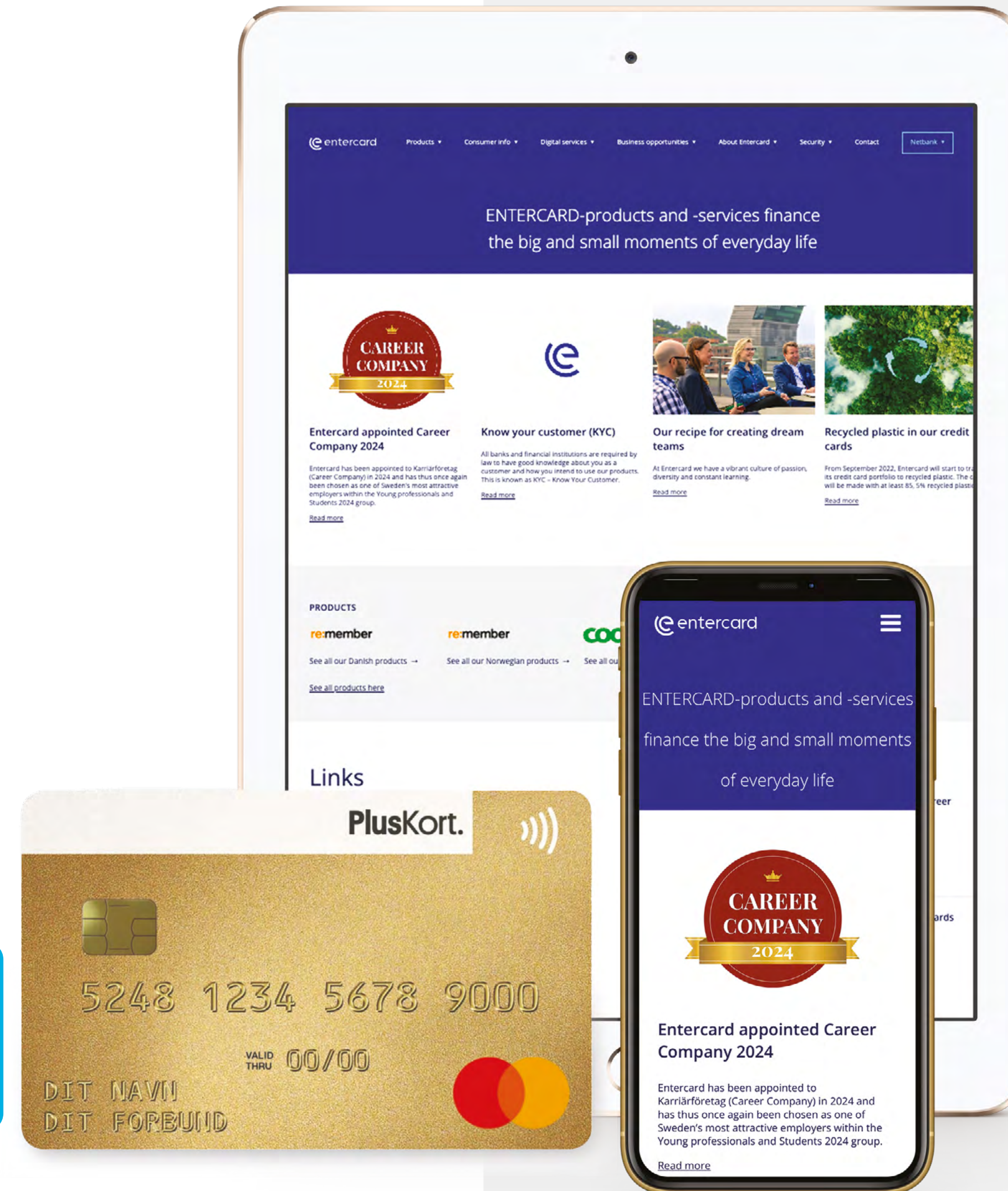
Technology leveraged

Salesforce Marketing Cloud and Service Cloud

tarte

The *challenge*

Enable new parents to easily educate themselves on the multiple options available in each product category, so they can choose the products that fit their unique lifestyle needs.

The *result*

The new customer-centric, interactive online shopping experience received the coveted Garner L2 Digital IQ "Genius"status. The project also received a 2018 Communicator Award for Excellence.

The *solution*

A new "My Account" page enables users to set their preferences, which in turn generates more relevant product suggestions for the user. Account owners can also set purchase and communication preferences, so their entire shopping experience is tailored. To engage busy consumers on the go, the complex interactive functionality is responsively designed and scales down to smaller screens on mobile devices. Gorgeous imagery, product video tutorials, and user-generated content now tell a visual story across product collections and enable Tarte Cosmetics to highlight its key brand messages.

Technology **leveraged** | Salesforce Commerce Cloud
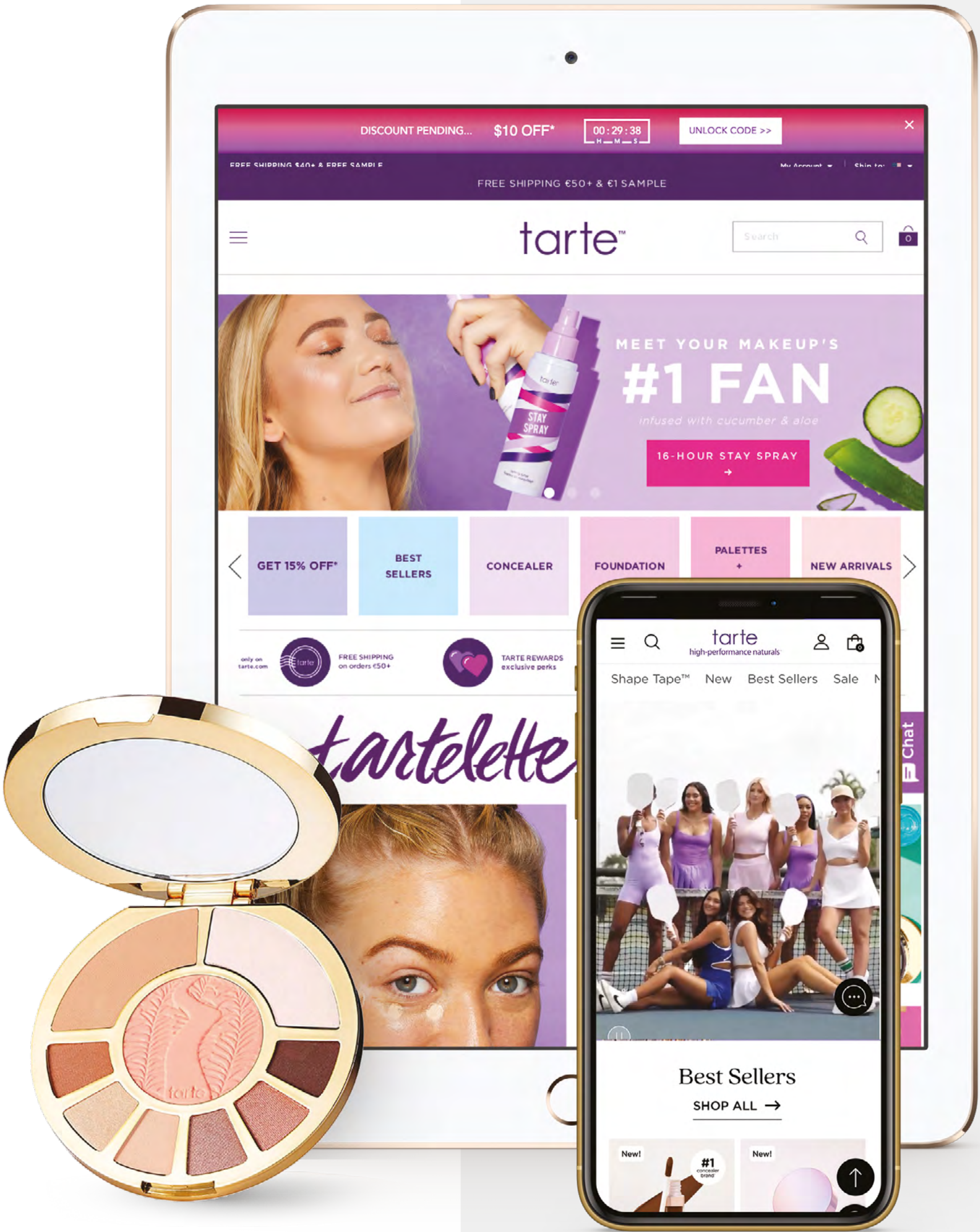
HIBBETT | CITY GEAR

The *challenge*

Build a brand new, premier digital experience to open up a new channel of opportunity and growth. The website would need to integrate with the existing loyalty program and PoS (Point of Sale) system and also support the company's many popular product vendors.

The *result*

The new website has generated a 62.2 percent increase in eCommerce sales, with online revenue now comprising 8.8 percent of total company revenue. The project received a 2018 Communicator Award – Distinction.

The *solution*

Capgemini built a completely customized, visually stunning, mobile-responsive digital experience for Hibbett | City Gear. Rich PDPs (product detail pages) include 360-degree product views, videos, questions and answers, ratings and reviews, and True Fit; the pages even include user-generated content curated from social media.
A new Launch Calendar showcases upcoming footwear releases. Customers can place digital orders the second a new shoe drops, or they can find the nearest retail store supporting the launch. The new website includes a fully customized Buy Online, Pick-up in Store (BOPIS) and Reserve Online, Pick-up in Store (ROPIS) experience. Customers can pick-up items at a local retail store, reserve multiple items with no obligation to purchase, or even authorize someone else to pick up items on their behalf. These efforts successfully bridged the overall offline and online customer experience.

Technology **leveraged** — Salesforce Commerce Cloud

![PGA TOUR SUPERSTORE logo]
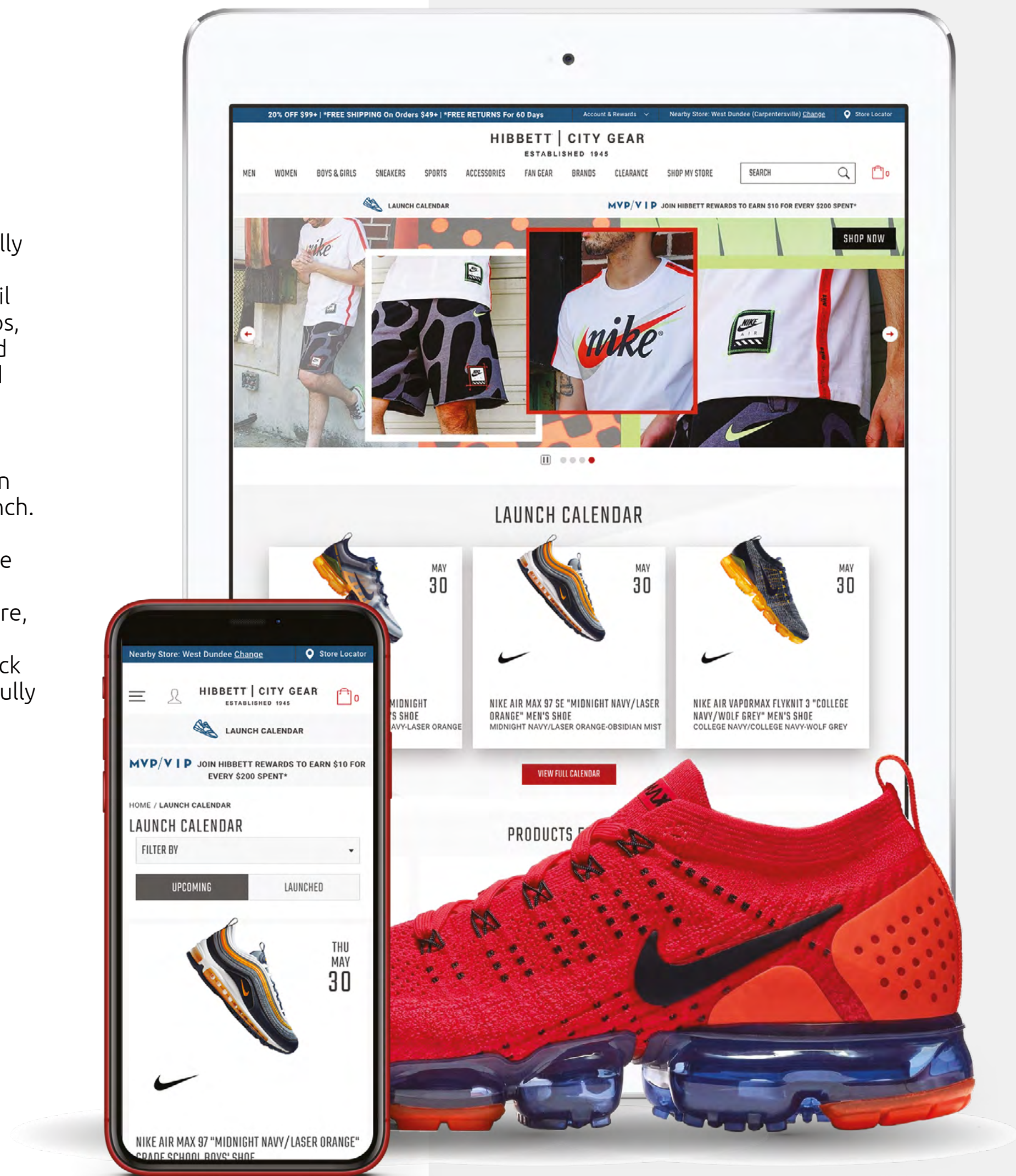
The *challenge*

The digital PGA TOUR Superstore experience did not live up to its impressive brick-and-mortar counterpart.

The *result*

Moving to this more engaging digital experience has driven incredible results since launch. The brand's eCommerce business is up 40 to 50 percent, and brick-and-mortar sales are up a robust 25 to 30 percent as well.

The *solution*

After receiving new mobile-first designs from the creative teams, the Capgemini Commerce Implementations team then created the fully mobile-optimized site on Salesforce Commerce Cloud.

Every golfer needs the perfect set of custom-fitted clubs, so Capgemini design experts built an online tool to enable shoppers to customize their clubs' handedness, loft, shafts, and flex online.

Club fitting is such a large part of the PGA TOUR Superstore experience, so Capgemini built two solutions that bring this to life online. The first, Custom Quotes, enables customers to buy their clubs online after an in-store fitting and then the clubs are delivered right to the customer's door. Second, Capgemini developed a Custom Club tool that lets shoppers digitally customize, quote, and purchase their custom clubs

Technology leveraged

🛒 Salesforce Commerce Cloud
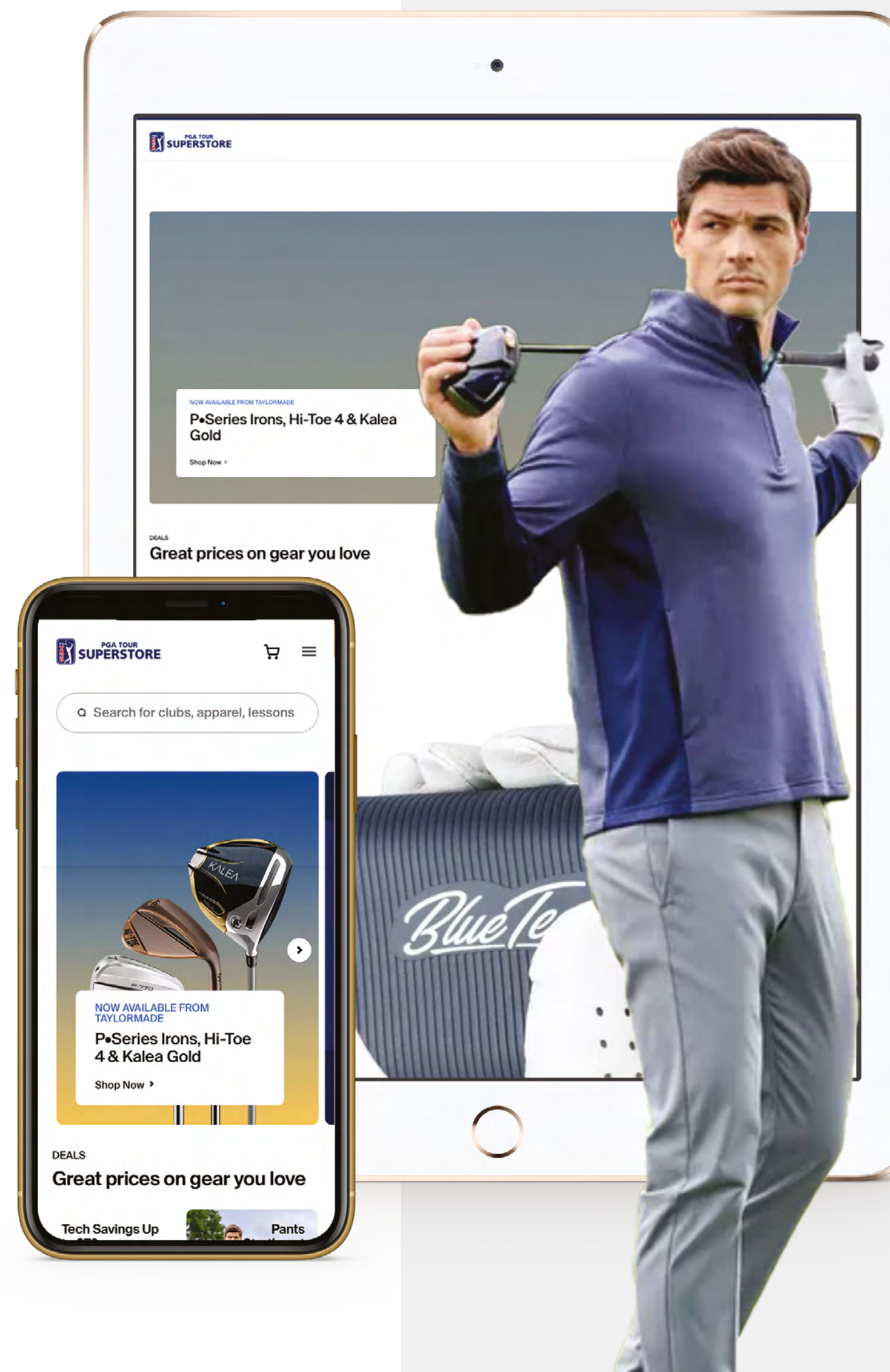
The *challenge*

Jaguar Land Rover Europe (JLR) wanted to better track and manage its spending on retail sales promotions while also standardizing its approach to campaign creation and reporting and simplify the administrative handling of retailer claims.

The *result*

The new tool managed Variable Marketing Expense by tracking campaign spending. The tool offered simplified reporting and higher quality business insights, and also offered a standardized process that made for easy roll outs across markets.

The *solution*

In collaboration with Capgemini, JLR introduced the Salesforce-based Enhanced Variable Expense Reporting System (EVEREST) solution across all European National Sales Companies as well as retailers, which greatly improved its ability to track campaign spending and generate impactful business insights.

Technology **leveraged**

Salesforce Commerce Cloud
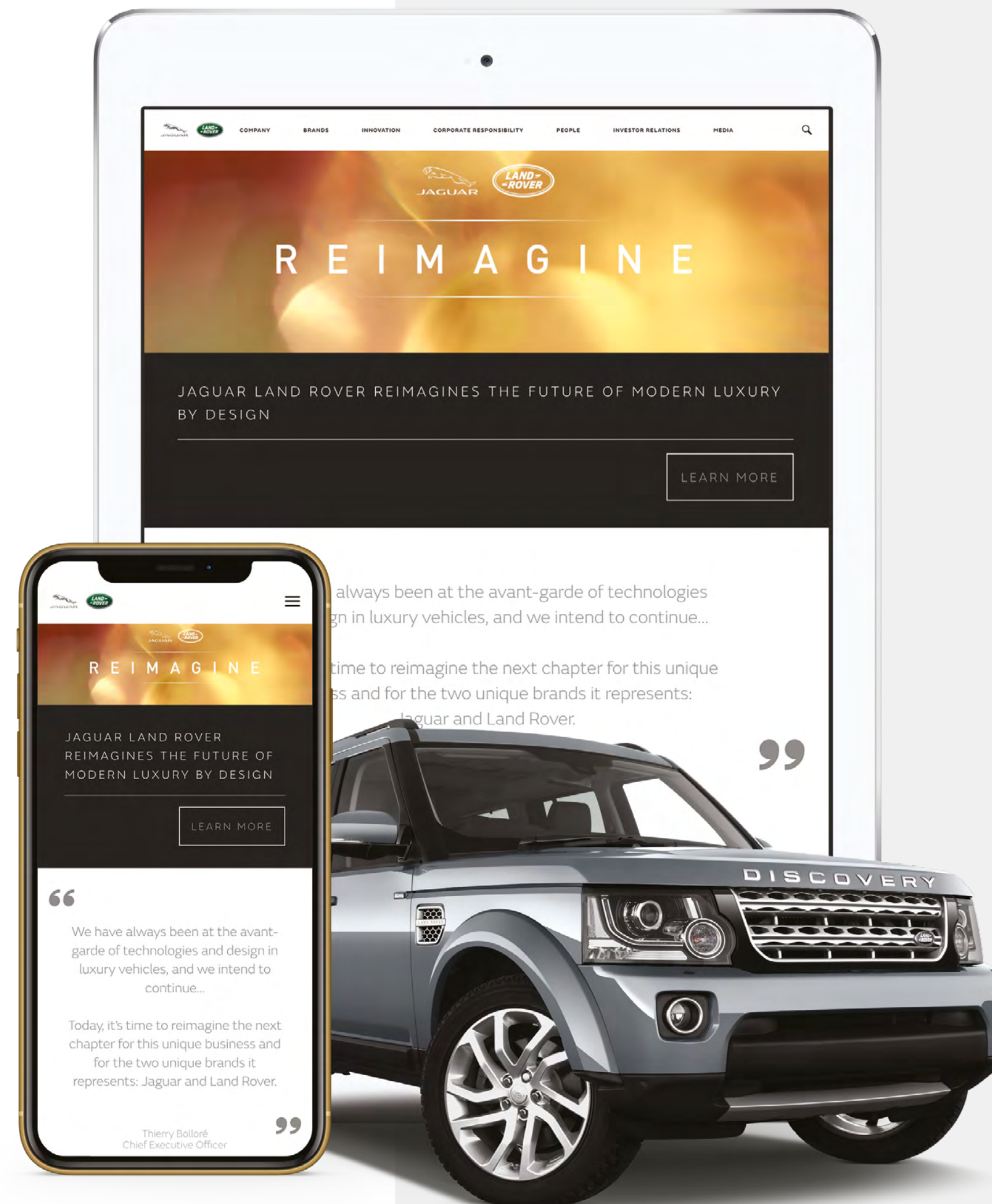
FILA

The *challenge*

While the brand inspires loyalty, its digital experience did not deliver the same impact as retailers. FILA, a leading global sport and leisure footwear and apparel brand, decided to make online a greater priority when the global pandemic shut down retailers around the world. As traditional sales were impacted, the need for a digital experience became more obvious.

The *result*

Sales have increased substantially over five months when compared to 2019.

In May 2020, FILA.com set a new sales record for the channel, even with advertising and event sponsorships on hold.

FILA had scheduled a launch to hit stores in May but, with many retailers closed and in collaboration with the Christopher Wallace Estate in honor of the Notorious B.I.G., the launch strategy changed. FILA. com took the bulk of inventory produced

and launched early, on May 19th. Through close partnerships with the logistics and sales teams, FILA.com managed a second drop of the shoe days later, coinciding with the Notorious B.I.G.'s May 21st birthday. With the new website design in place, the result was a sell out in less than 24 hours.

The *solution*

FILA engaged Capgemini's Digital Customer Experience marketing team to do an in-depth analysis of the ecommerce ecosystem; create a set of data, tagging, and reporting recommendations; and leverage this information to better inform the business. FILA worked with Capgemini to introduce a new, unified content system to elevate and personalize engagement throughout the customer journey, powered by Salesforce Commerce Cloud.

FILA's dynamic customer experience ecosystem also includes robust cloud-integration investments that enhance data flows between systems to allow a 360-degree view of its customers. Leveraging MuleSoft, Capgemini helped FILA build a high-level, API-based integration architecture to access customer and order data more accurately and efficiently.

Technology **leveraged** | Salesforce Commerce Cloud
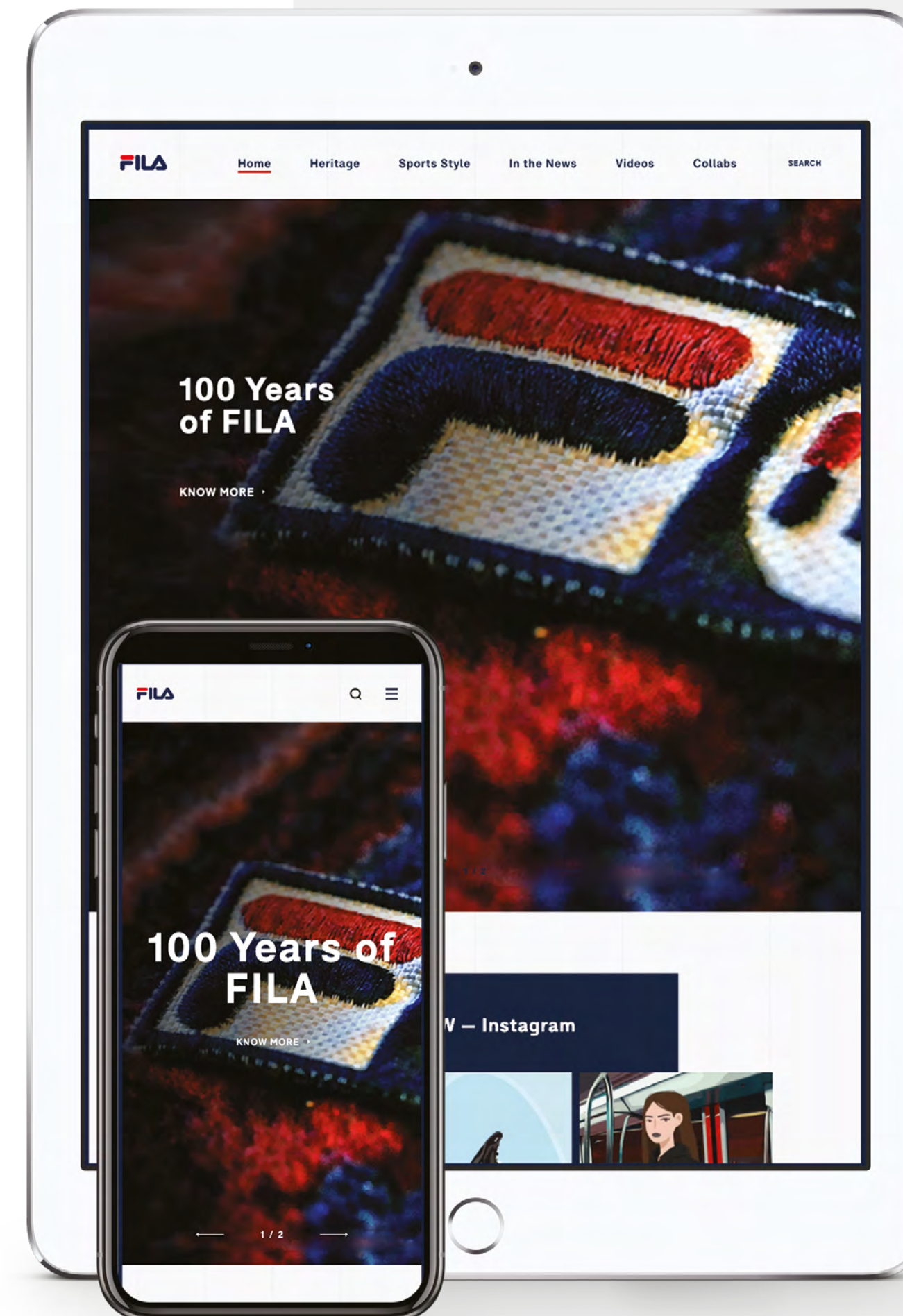
The *challenge*

Plus ES, an energy solutions company providing metering and data, infrastructure services, and testing and calibration services, began a transformation journey and partnered with Capgemini to deliver the service-management component of the program. The objective was to provide greater control to its partners through an online experience, as well as allow for greater communications with customers. To achieve this, remediation was required to the existing instance to bring it up to speed with the latest functionality, such as enabling a Salesforce Lightning experience. The engagement was fully virtual from the initial proposal until go-live and post go-live support.

The *result*

With the successful launch of the new cruise brand and experience, the company

is seeing strong online bookings in preparation for its inaugural cruise. The integrated Salesforce platform is enabling true end-to-end customer engagement.

The *solution*

Capgemini assessed the existing Salesforce instance, and Salesforce Service and Community Clouds were uplifted to meet the objectives of the client and provide the desired value. A deep dive into the Salesforce data model was conducted, considering best practices and the leveraging of an integration platform. A refactoring of the current Salesforce data model was implemented to improve the system useability and performance and provide the capability for the business to support the required user experience.

The Salesforce Community experience was considerably uplifted by upgrading to a Lightning experience. In addition, Plus ES partners (retailers) were consulted to understand how they were leveraging the community, and the findings were used in designing an improved customer experience, helping retailers to better manage their requests and service offering.

Technology leveraged

🛒 Salesforce Commerce Cloud
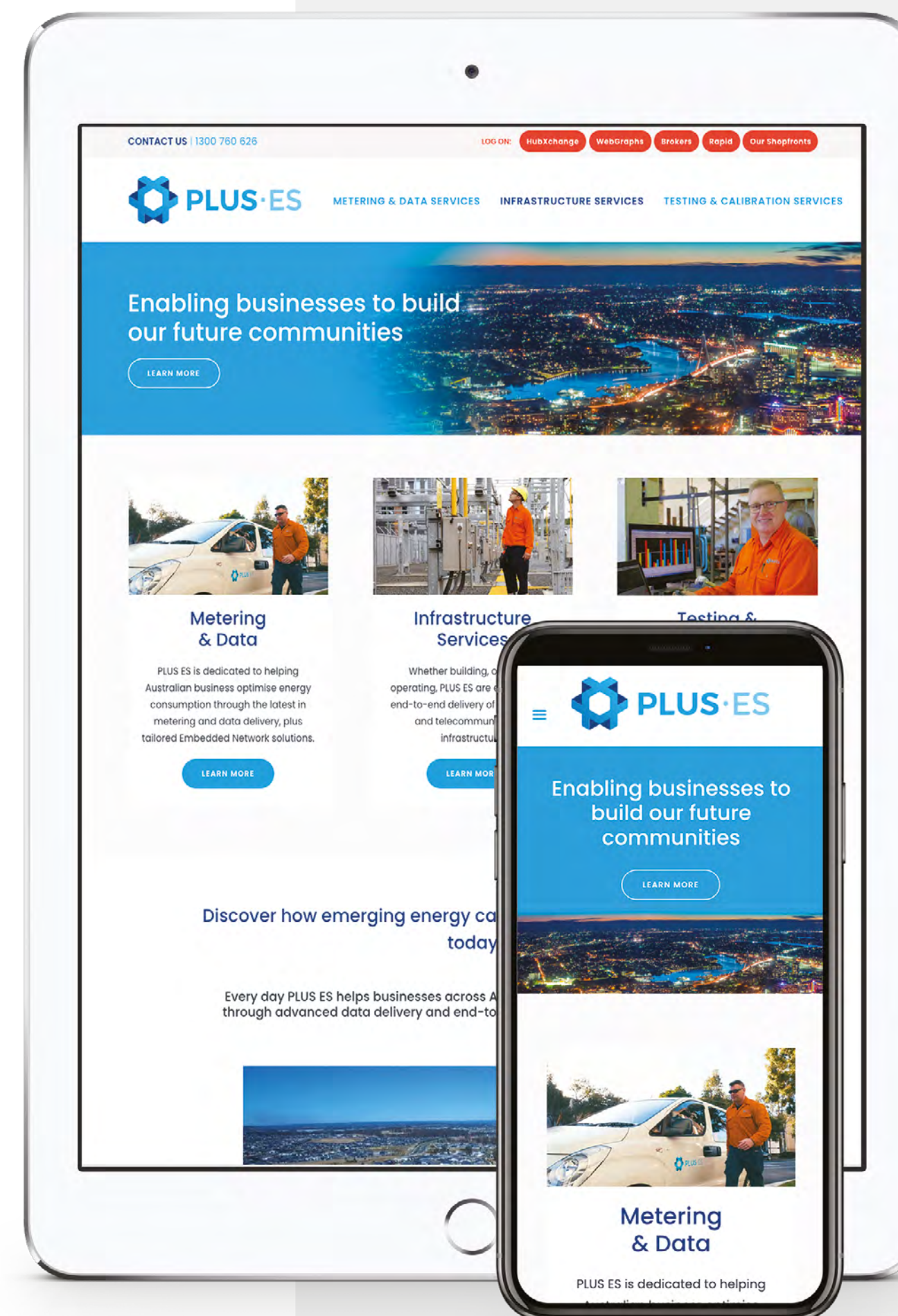
The *challenge*

Jetstar, an Australian value-based airline headquartered in Melbourne, wanted to improve its sales and revenue through effective use of customer data but faced significant challenges. It had limited ability to target customers due to inaccessibility of data in the enterprise warehouses. Agents did not have access to customer profiles, booking history, or previous channel interactions, limiting their ability to cross-sell or upsell.

The *result*

The unified customer view now supports 3,000 web chats per day, 2,000-plus voice calls per day, and manages more than 1,600 social media-interactions per week.

In addition, APAC customers are supported by more than 400 chat agents in English, Mandarin, and Japanese, and sales opportunity conversions increased across 12 APAC markets through the automated group booking solution.

The *solution*

Capgemini deployed a Salesforce Sales and Service Cloud-based solution in the marketing, customer care, and sales streams. We processed and segmented the customer behavioral data of over 19 million customers from multiple sources to establish a rich customer profile and a unified enterprise customer view.

After nearly four years on Salesforce's classic version, Jetstar was keen to leverage the Lightning platform to access the latest technology and innovation. Jetstar embarked on an exciting path of Lightning transformation for its contact center and headquarter agents across multiple channels, languages, and geographic locations.

Technology *leveraged*

🛒 Salesforce Commerce Cloud

![FUJIFILM — Value from Innovation]
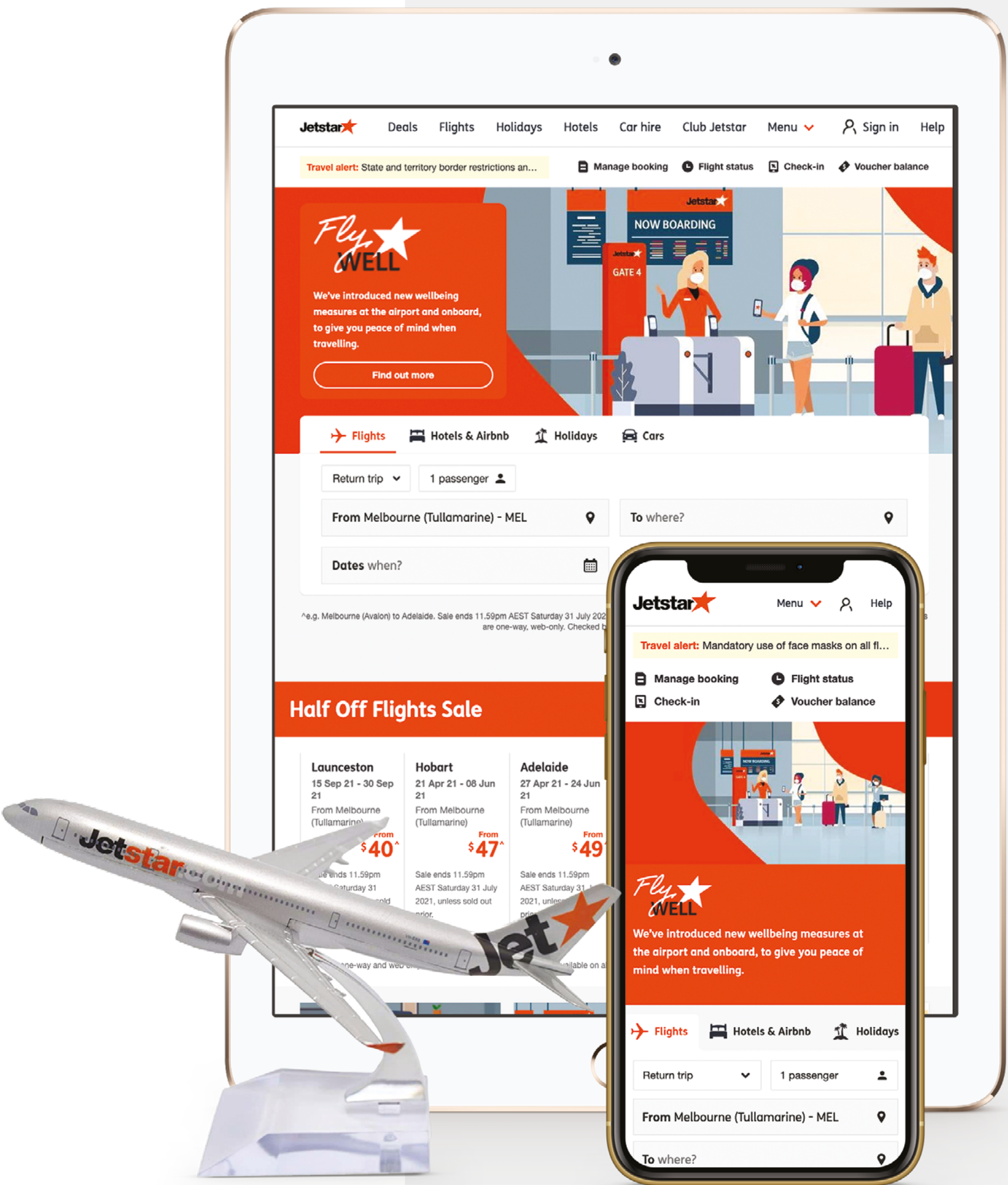
The *challenge*

Fujifilm Europe GmbH Medical Systems Business Division is a pioneer in diagnostic imaging and information systems for healthcare organizations (clinics and hospitals). Fujifilm was looking to improve its field-service operation across Europe and overcome challenges related to planning, service logging, and knowledge sharing. The company was facing many disconnected applications with negative impact on data quality and service levels.

The *solution*

The division took the lead in increasing the quality of its service management and requested Capgemini's support. Capgemini took on the process design of the project. We successfully standardized the pan-European service-management process and deployed a Salesforce Service Cloud solution that included a mobile app for field engineers, integrated with the SAP backend application.

The *result*

The new field-service solution brings the following benefits for Fujifilm:

• Efficiency improvement
• Increased health and safety
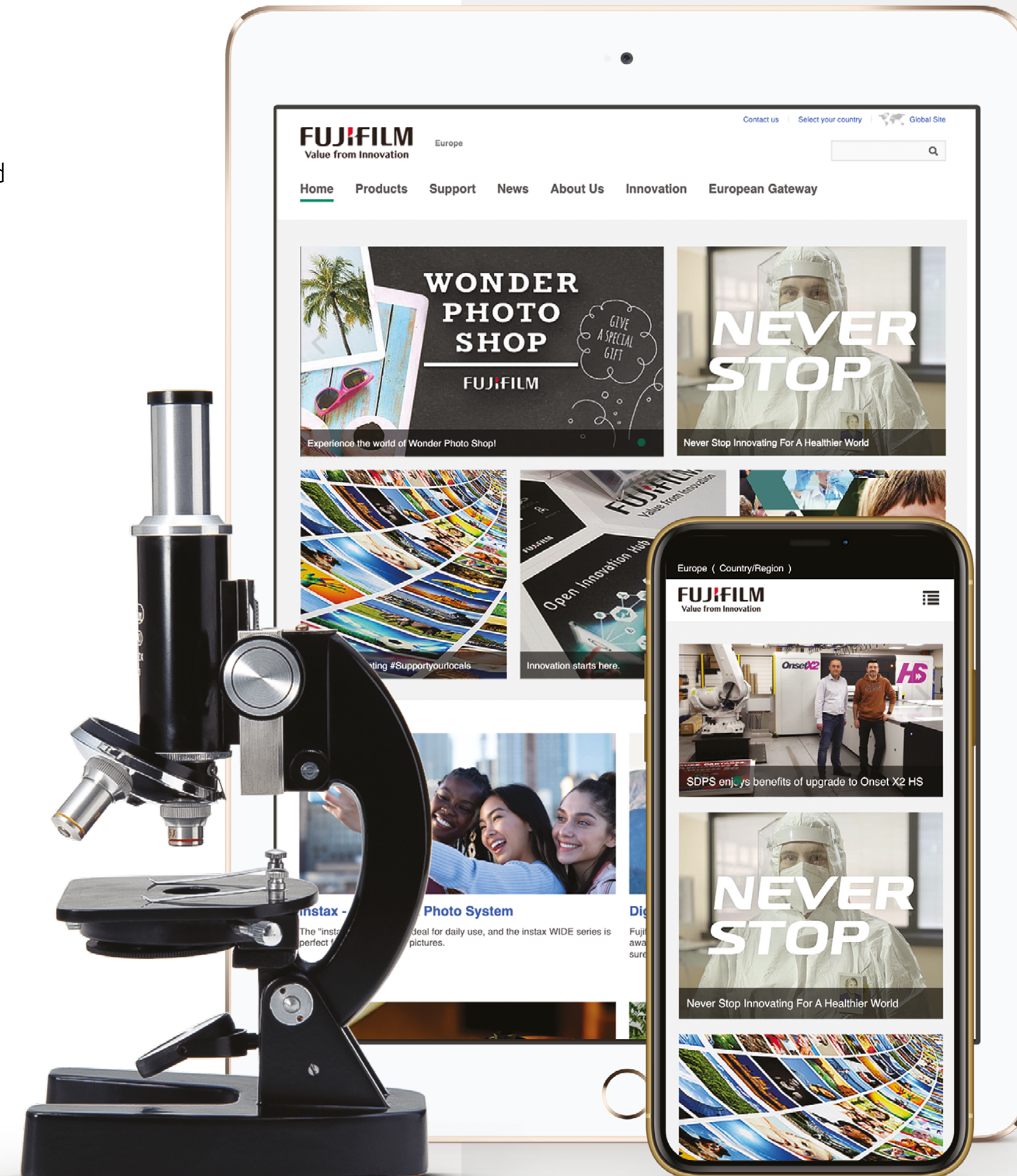• Performance measurement
• Increased service quality.

Technology **leveraged** | 🛒 Salesforce Commerce Cloud

Wolters Kluwer

The *challenge*

Wolters Kluwer is a global provider of professional information, software, and services. The business had many CRM solutions and decided to move its sales and service organization to one standard Salesforce CRM platform. With limited Salesforce knowledge in-house, Wolters Kluwer needed a partner that could not only implement the various Salesforce clouds but also help with change management and integrations.

The *result*

By utilizing the new omnichannel system, sales teams could use mobile devices to get direct insights about key KPIs and constantly engage with the business.

The new system delivered a 360-degree customer view.

The *solution*

A Salesforce COE was established to provide leadership and best practices and to deploy the platform. To enable the client to get the most value, Capgemini started by implementing the basics of Salesforce Sales Cloud in one business and later deployed it for multiple teams, with more functionality and integrations. Capgemini also implemented a European template for Salesforce across different businesses.

Technology leveraged

🛒 Salesforce Commerce Cloud

The *challenge*

The client was rethinking its business model and implementing a cohesive customer-engagement platform. While Salesforce is its overall customer-engagement platform, true transformation can be enabled with integration to other systems including cruise reservations, data warehouse and reporting marts, websites, on-board systems, content management repositories, and the recommendation engine.s.

The *result*

With the successful launch of the new cruise brand and experience, the company is seeing strong online bookings in preparation for its inaugural cruise. The integrated Salesforce platform is enabling true end-to-end customer engagement.

The *solution*

The Salesforce products include Marketing Cloud, Sales Cloud, Service Cloud, and Community Cloud. Marketing Cloud is leveraged for campaign management and one-on-one email marketing to guests throughout the cruise lifecycle. The Sales Cloud is used as the base CRM and manages all activity up to booking.

Service Cloud is the basis for customer-service issues and Community Cloud is the basis for a travel agency portal. Community Cloud is also tightly integrated with the reservations system and the content-management system.

Technology **leveraged** | Salesforce Commerce Cloud

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 every day by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of nearly 350,000 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, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering, and platforms. The Group reported in 2022 global revenues of €22 billion.

Get the future you want | www.capgemini.com