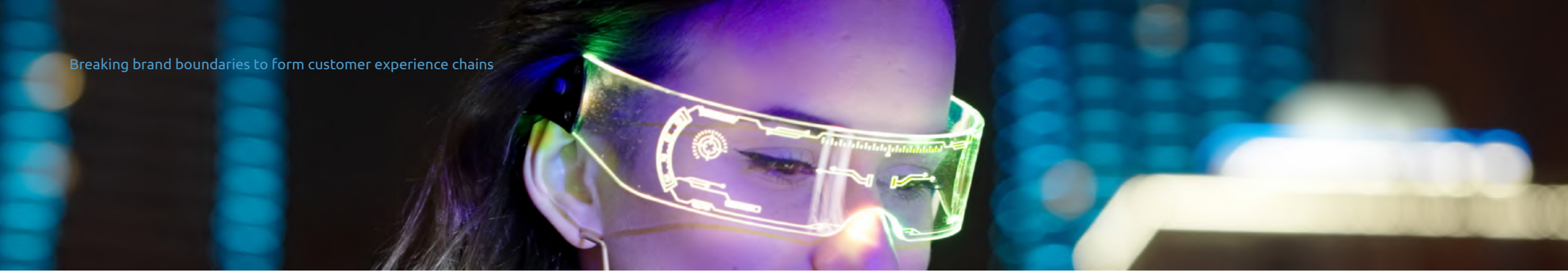
A glimpse of a hyper-contextualized future *for customer experience*

Capgemini



Breaking brand boundaries to form customer experience chains

Ever wondered what it would be like if multiple brands worked together to deliver a consistent, continuous customer experience?

Although we already enjoy the convenience of things like logging in to apps and websites using our *Google, Apple,* or *Facebook* accounts, there are more advanced ways brands can enable an integrated experience.

Picture a couple flying to London on vacation with *British Airways*. Upon landing, they receive an *Uber* discount, so they apply it to their ride to get to their *Marriott* hotel. Once there, they pay with their *American Express* card.

This prompts *American Express* to send them an email with a curated list of city destinations that are sure to spark their interest. Each destination then unlocks even more connections all tailored to the couple's next move.

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What is a total experience?

A total experience combines technology, data, and experience to create meaningful, consistent, and real-time connections. These connections process and integrate vast amounts of information to deliver personalized and hyper-contextualized touchpoints.

While many brands try to work out the beginnings and endings of all their customer journeys, this chain of experiences has no beginning or end.

It's made up of multiple brands continually exchanging data to give the customer a **total experience** that considers their individual preferences, behaviors, and future actions in real time.

As implausible as it may seem right now – and possibly unethical due to data privacy concerns – linking experiences like this across different brands is a reality many enterprises are already planning for.

Although singular pockets of these experience chains already exist, there's likely no instant data sharing happening between brands. Data must still come directly from the customer, e.g., you're prompted to click on which account to use to log in to a website. So, relieving customers of this burden to automate the data flow is the next step.

Introducing agentic AI-driven personalization

One way in which brands can do this is by using agentic AI, which is reshaping user experience (UX) design.

These systems can include multiple AI agents all specialized in different but specific tasks. AI agents can anticipate user needs to offer personalized, timely suggestions or take actions themselves without explicit prompts from users.

Interaction models are evolving, as traditional static interfaces are giving way to more conversational, task-based interactions where people collaborate with AI through natural language inputs. If brands can design their UX to create experiences that guarantee helpfulness without being intrusive, customers will gain trust in both the brand and the AI assistants tasked with making their lives easier.

AI agents can quickly analyze many data points from various sources, then work as a team to predict customer wants and needs in real time. For instance, while our couple is exploring London, expert AI agents in the form of a tour guide, restaurant connoisseur, and city insider could proactively suggest (and even book) some nearby attractions, dining options, and local events based on the couple's past behaviors and preferences.

From hyper-personalization to hyper-contextualization

But before becoming part of a multi-event total experience like this, a brand's own customer experience must be as personalized and connected as possible.

Targeting customers based on their interaction history on a specific channel is table stakes when it comes to personalizing their commerce experience. This shouldn't be too difficult, given the vast number of tools brands have at their disposal. But for many digitally empowered customers, these channel-locked experiences don't go far enough.

Customers regularly channel-hop based on their location, time of day, preferred device, mood, and other environmental factors. They want that personalized touch to be extended and consistent across all of a brand's channels – and highly relevant to their immediate situation.

This means a purchase, complaint, or product return started on, say, Instagram can seamlessly continue via the brand's website or mobile app. The freedom to jump across devices and channels without having to start over is a great time-saving feature for customers.

But hyper-contextualization is about so much more.

Consider the following total-experience journey. Sally is a typical shopper who occasionally indulges in impulse buys. She values convenience, flexibility, and a personalized approach suited to her on-the-go lifestyle. One day, while browsing through her social media on a lunch break at work, she stumbles upon a commerce video by a jewelry consultant and finds a particular necklace appealing. She decides to purchase it and pick it up at one of the brand's physical stores.

This is a perfect situation to highlight how multiple AI agents can work together to give Sally a context-relevant hyper-personalized experience within the brand. First, by detecting Sally through her device's geolocation, an agent suggests the closest store for pickup. Then when she arrives, another agent provides the store associate with Sally's historical data so she can greet her by name and offer to help find matching earrings using the implementation of a customer data platform.

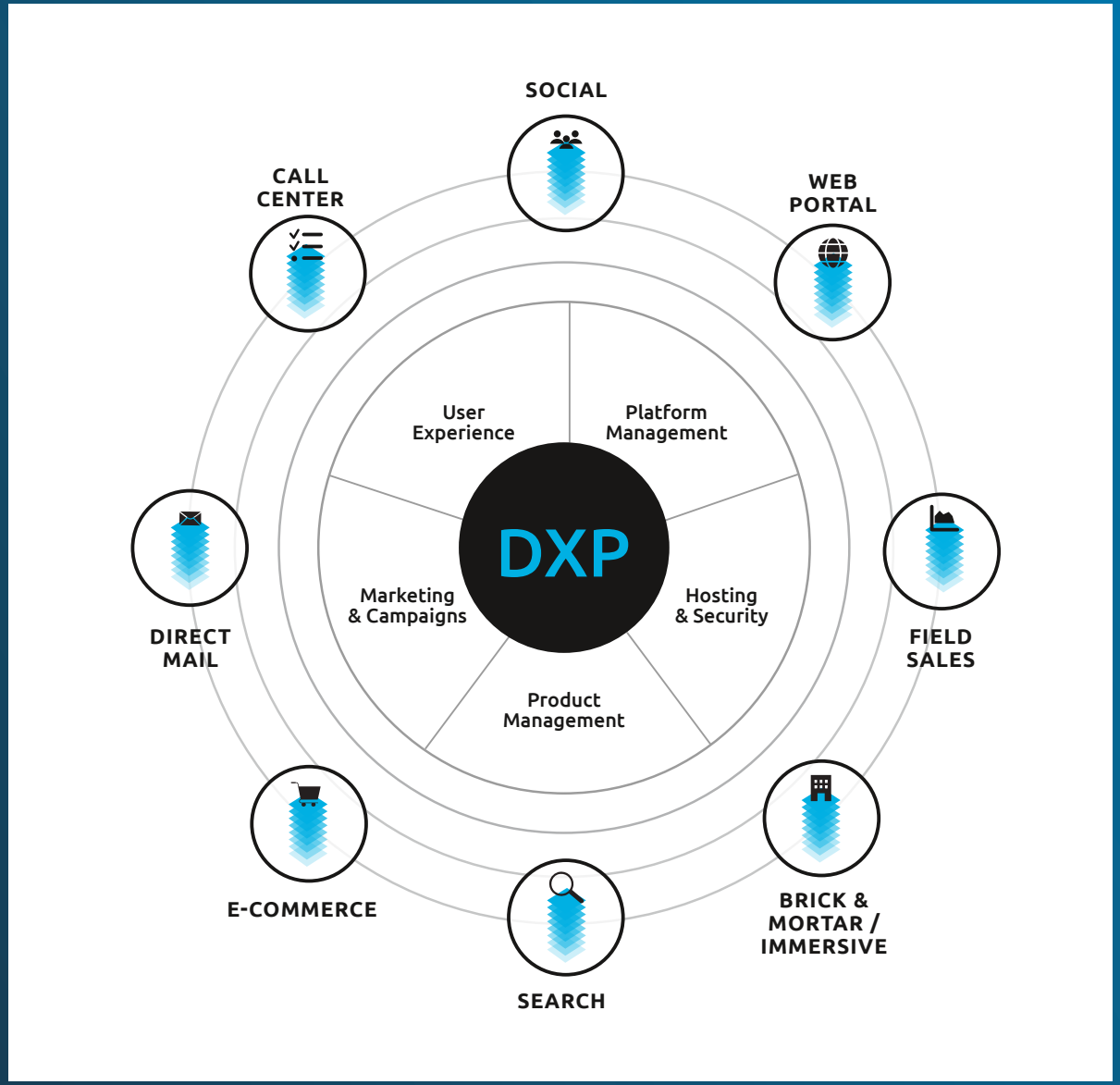
As Sally leaves the store, her phone buzzes with a message from the brand – triggered by her in-store pickup and purchase completion. This message is also orchestrated by multiple agents. One agent sends a 20 percent discount code along with a digital receipt for Sally's purchase, while another agent provides a link to suggested complementary product recommendations. The next time Sally is on the brand's website or near its physical location, an agent will remind her of this discount.

One platform, many technologies

To guide customers like Sally on their path from product exploration to purchase completion, and give them multiple options along the way, organizations need a digital experience platform (DXP). But what exactly is a DXP?

A DXP is a collection of technologies that support the execution of user data. It can deliver highly contextualized digital experiences across various channels and customer journeys, meeting the expectations and needs of customers at every touchpoint.[1]

1 Gartner Magic Quadrant for Digital Experience Platforms, 21 February 2024



Composable digital experience platforms (DXPs) are the foundation of total experiences

An advanced DXP sits at the heart of the organization and gives a three-sided perspective of how technology, data, and experience play into every interaction.

It has the necessary technical systems and layers to power the delivery of unique content for each person.

Many organizations have already discovered the value of a great DXP, and they're continuously maturing and modernizing it. The global DXP market is expected to grow to $41.7 billion by 2032 (from $11.2 billion in 2023), with a CAGR of 16.1 percent in 2024–2032.[2]

It's important to remember that hyper-contextualization is about the person as much as it is about the circumstances in which they interact with a brand, encompassing their physical environment, mental state, emotional tone, and intentions in the moment.

By using data analytics, machine learning, and AI-driven algorithms, enterprises can create highly relevant, timely customer experiences. Some organizations claim that applying this kind of hyper-contextualized approach can result in a substantial revenue increase.

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2 https://www.alliedmarketresearch.com/digital-experience-platform-dxp-market-A111409

How UX and front-end interactions support hyper-contextualization

Delivering connected, hyper-contextualized experiences, either within a brand or in conjunction with other brands, requires enterprises to be committed to a human-first approach that rallies around the UX and front-end interactions.

UX is a critical piece for powering a DXP that brings value both to businesses and their customers.

UX considers the overall mental, emotional, and spatial elements across multiple touchpoints, where usability, accessibility, and emotional engagement matter most. Each touchpoint – website, physical location, social media, mobile, immersive, etc. – is its own experience of unique interactions based on a person's context, motivators, and mood.

The way these experiences come to life within a touchpoint, or across a set of touchpoints, is defined by the front end. The front end is the presentation layer of digital interfaces – essentially, what people see, including the interactive elements they engage with. It can take on the form of spatial, experiential, mobile, augmented, auditory, visual, or tactile experiences.

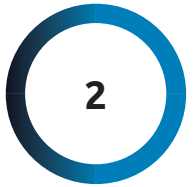
Together, both UX and the front end create the foundation for delivering an experience the customer wants and expects using the totality of what's known about them – hence it's referred to as a total experience. Customers receive content (offers, promotions, messages, etc.) in line with when, how, and where they want it.

Understanding the technology-dependent relationship between data and experience

As enterprises make hyper-personalization their standard and hyper-contextualization their new aspirational norm, they should be aware of how to tackle three initial challenges:

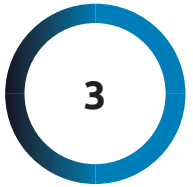
Scaling without compromising relevance or efficiency

Making every channel hyper-personalized all the time is next to impossible without technology. However, through the strategic integration of UX and front-end interactions within a DXP, organizations can better automate and scale their next-best actions with data-driven insights. In effect, the customer will experience an improved UX, thanks to the highly relevant actions they're presented with.



Handling data ethically

While the promise of hyper-contextualization is enticing, enterprises must navigate the ethical, legal, and privacy implications of collecting and using customer data. Transparency, user consent, and data security are paramount to building trust and maintaining compliance with regulatory frameworks such as GDPR[i] and CCPA[ii]. By using a privacy-by-design approach and giving customers control over their data, enterprises can demonstrate their commitment to ethical data practices.



Unifying customer data

Because customer data can be fragmented, incomplete, or inconsistent across different channels and systems, organizations must use advanced data management platforms and analytics tools to bring all this data together. Then, they can create an aggregated profile for each customer. This profile can act as a single source of truth. Using customer data platforms (CDPs) or customer master data management (CMDM), a profile can be enhanced by third-party data and accessed by any channel to ensure every piece of content delivered is an experience that's relevant, contextual, and personalized.

[i] **The General Data Protection Regulation**
[ii] **California Consumer Privacy Act**

Stitching it all together: Data, technology, and experience

At Capgemini, we believe a tenet of UX is the human-centric practice of using qualitative and quantitative data to uncover the current and future-state customer journeys. By bringing together customer interactions, motivations, behaviors, and expectations and then marrying them with the right data and technology, we can create a blueprint for connecting experiences across all touchpoints.

Designing and delivering the front-end interfaces for each step of a customer journey enables meaningful interactions. And the totality of these interactions creates the desired hyper-contextualized experience – or total experience.

This total experience may include immersive elements that are sensory and/or digital in nature, powered by digital twins, virtual reality, or mixed reality (a combination of physical and digital contexts).

While sensory experiences can include things like 2D screens, live events, or physical installations that engage people's tactile senses, digital experiences involve virtual or augmented technologies enhancing content.

Sensory and digital experiences, when woven throughout the experience chain, can offer more diverse and memorable moments for people.

Take, for example, the *Disney MagicBand*, a plastic RFID (radio frequency identification) bracelet that allows guests to effortlessly enter *Disney* parks, unlock their hotel rooms, make purchases, and more with just a flick of the wrist.

Through the integration of physical (wristband) and digital components, *Disney* creates a more enjoyable, hassle-free experience for parkgoers.

If experiences can be made to evoke strong emotions, they are more likely to be remembered, increasing the likelihood of people returning to the brand in the future.

Scale is our differentiation, speed is our motivator

Since a DXP will be the foundation for connecting multiple touchpoints, organizations need to ensure it is powerful and agile enough to deliver consistently great customer experiences.

To help them do this, we use our Total-Experience Delivery Framework, where we **scale** (size up the challenge), **create** (design future states, then connect them), **orchestrate** (make the solution compatible across all touchpoints), **realize** (turn what's possible into reality), and **engineer** (launch and continually improve) hyper-contextualized experiences.

This unique framework offers three main advantages to clients, as it:

1. **Improves** their digital experience platforms for maximum impact
2. **Delivers** quick value using accelerators, which are continuously updated
3. **Enhances** team capabilities through ongoing training and support, ensuring consistent success

Hyper-contextualization without limits

A seamless and cohesive customer journey is essential for delivering hyper-contextualized experiences that transcend individual touchpoints within a brand or across many brands.

By mapping the customer journey and optimizing UX and front-end interactions at each stage, enterprises can orchestrate meaningful interactions that guide users towards their desired outcomes.

Although these unified experiences can greatly benefit the lives of customers, it doesn't mean the same principles of hyper-contextualization can't be applied to employees, particularly how they interact within their company ecosystem as well as with other brands.

Consider how an employee's work experience can be connected with, say, their employer-provided retirement savings plan, health savings account, and life insurance policy.

By enabling secure and ethical data sharing and collaboration, the brand boundaries that once separated different experiences can come down to entice both givers and receivers of data to reap mutual benefits.

As brands sharpen the unified experience their own brand provides, they'll be better prepared for the next step: allowing their customers and employees to encounter equally relevant and hyper-contextualized experiences from other stakeholders or external brands in the chain. And, at the same time, they can pick up where another brand left off, creating a truly interconnected total experience.

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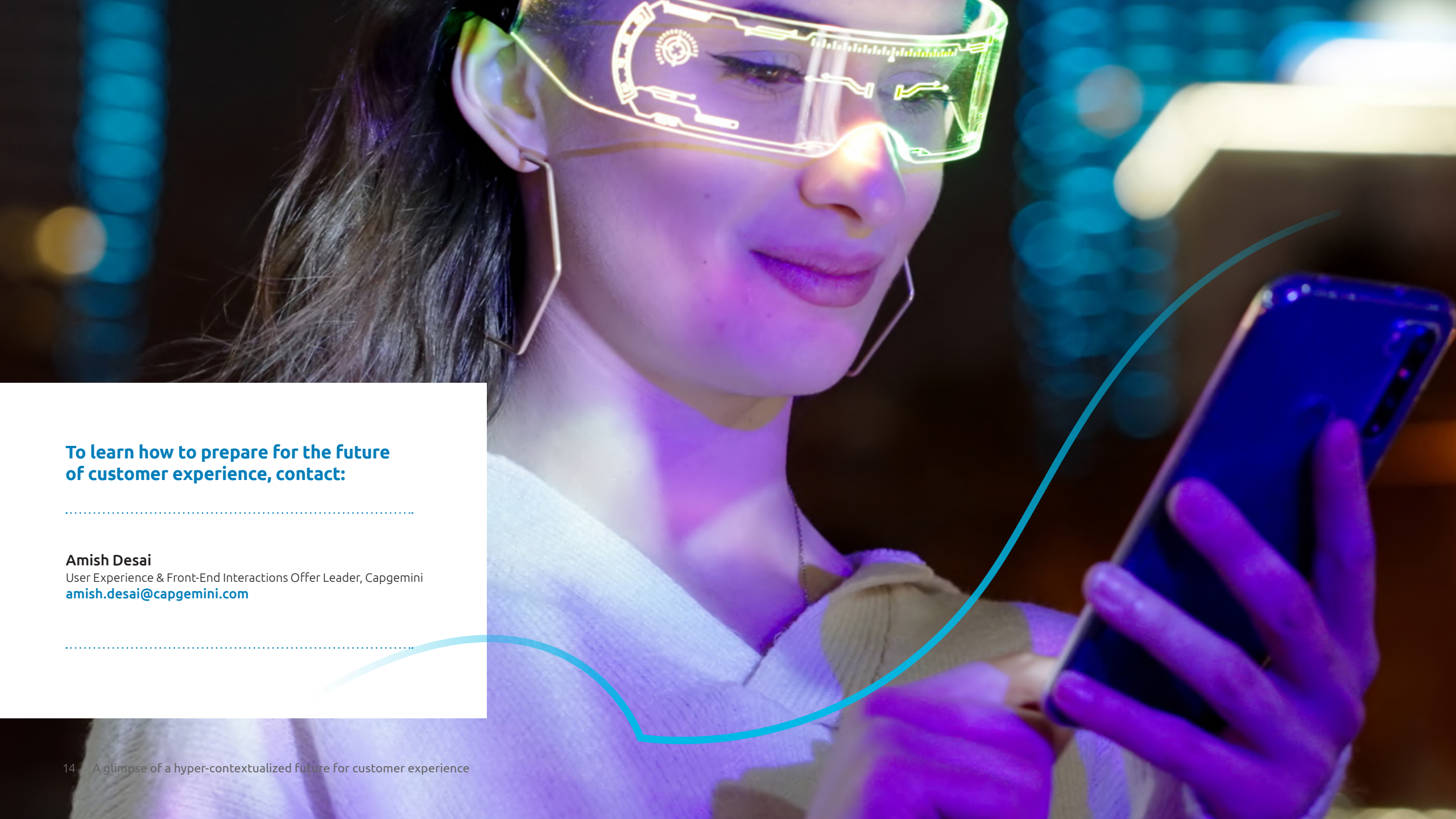

To learn how to prepare for the future of customer experience, contact:

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