

# Prioritizing Personalization Capgemini's Digital Customer Experience

Two steps ahead  
Together with Teradata

**DIGITAL**  
Customer Experience



**According to the latest joint in-depth research<sup>1</sup> carried out by Capgemini Consulting, in partnership with the MIT Center for Digital Business, 'digitally mature' companies have 'significantly better business performance'.**

## **Customers are changing. Business models are evolving.**

Organizations are challenged to deliver a digital promise to their customers, because the move to digital is being led by customers who are increasingly demanding more personalized, relevant content, seamlessly delivered via multiple channels.

The intelligent use of digital is fundamental in order to increase customer intimacy, but also in managing the cost to serve and accelerate revenue realization.

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For example, businesses which have a strong digital culture, governance and digital initiatives that generate measurable value have achieved:

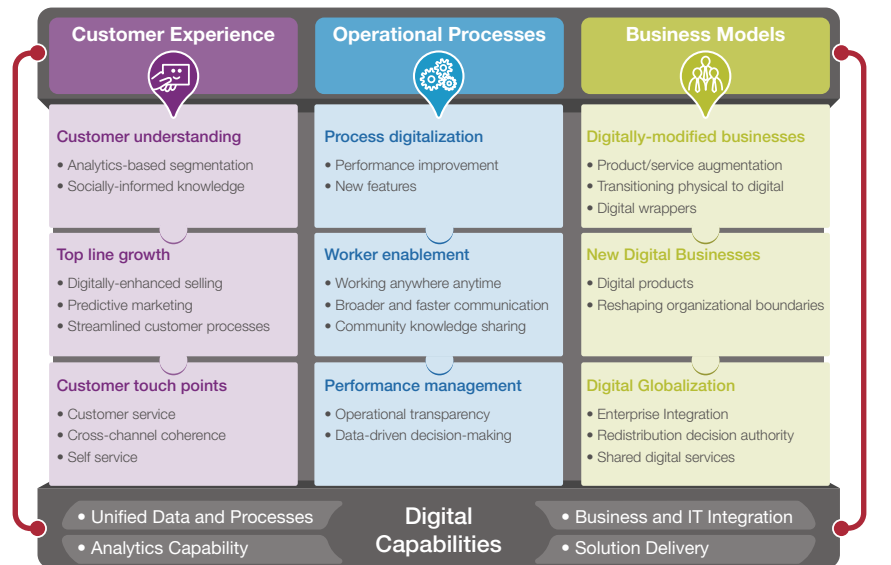
- Profitability increase up to 26%,
- Revenue generation efficiency increase up to 9%
- Market valuation increase up to 12%.

The challenge now is how to make digital a core part of everyday business and a natural way of working. By investing in core digital capabilities, organizations can proactively drive business transformation.

<sup>1</sup> 'Digital Transformation: A Roadmap for Billion-Dollar Organizations': joint research study Capgemini Consulting in partnership with the MIT Center for Digital Business © 2012

## Three key areas of Digital Transformation

Effective digital transformation is about changing the core of how business is done



Source: Capgemini Consulting-MIT Analysis – Digital Transformation: A roadmap for billion-dollar organizations (c) 2012

Central to this is the need to deliver superlative customer experience - despite an ever changing customer context and the difficulty in generating a single view of customers' activities.

## Priorizing Personalization through Data-driven Marketing

Capgemini's Digital Customer Experience (DCX) Service Line and Teradata, specialists in analytic data platforms, and marketing & analytic applications, are working hand in hand to deliver the technology and consulting expertise to accelerate benefit realization through the Data-Driven Marketing model. Combining our joint expertise, we help organizations realize the benefits of integrated marketing management solutions, while delivering a digital architecture for content and collaboration management.

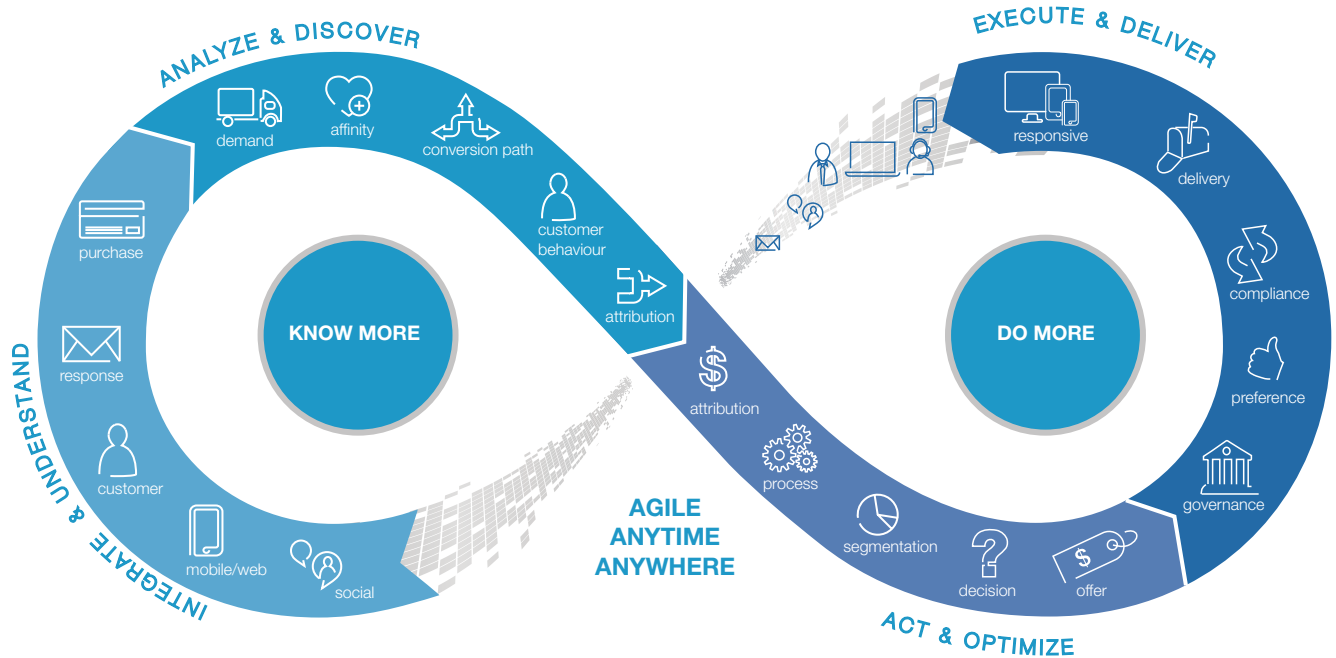
## Integrated marketing management (IMM)

Teradata's Integrated Marketing Cloud suite and Unified Data Architecture helps companies meet changing consumer dynamics by providing the tools to connect, 'analyze, discover and act-on to optimize their cross-channel relationships with their audiences. Capgemini's DCX brings in-depth sector knowledge as well as our capability in designing and delivering rich digital customer experience programs. In this way, we help organizations understand and implement the right mix of business focused digital capabilities, deployed within the right framework for transformation.

## Accelerate benefit realization

When the two are combined, this results in:

- Delivery of a standout multi-channel experience
- Timely access to information anywhere, anytime
- More personalized engagements.



### Enhanced operations

Assurance of an effective operational structure to support the delivery of personalized campaigns and content across multiple channels, which are associated with a clear ROI, needs to be undertaken in parallel with any technology implementation.

By managing workflows and budgets, IMM helps co-ordinate the planning and operational decisions that can turn customer data into effective marketing tactics. From campaign format to calendar choice, efforts will be synchronized as never before. Capgemini has extensive experience in defining an effective operating model.

### Better execution

The integrated automation tools that are part of an IMM environment take segmentation to new levels of accuracy, making campaign execution more effective. By quickly measuring success rates, messages can be adjusted mid-campaign to strengthen results.

### Actionable data

Information from real-time dashboards lets marketers use IMM tools to explore data that can influence and predict customer behaviour. The result is more effective messaging and offers, as well as delivering an enhanced customer experience.

## Expertise in Depth and Breadth

Capgemini DCX has built up a wealth of Teradata expertise since our relationship began more than a decade ago:

- 500+ Teradata experienced consultants
- 150+ Teradata Certified Consultants
- 100+ Dedicated Teradata Applications at our Center of Excellence

Together, Capgemini DCX and Teradata offer a powerful and compelling suite of capabilities to create the proactive, sustainable, and meaningful interactions which customers demand.



## About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model

Learn more about us at

[www.capgemini.com/dcx](http://www.capgemini.com/dcx)

## About Teradata

Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Teradata helps organisations collect, integrate, and analyse all of their data so they can know more about their customers and business and do more of what's really important.

Visit [www.teradata.com](http://www.teradata.com)

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