

An Introduction in 10 slides to Digital Customer Experience

Digital. Two steps ahead

DIGITAL
Customer Experience



People matter, results count.

Agenda

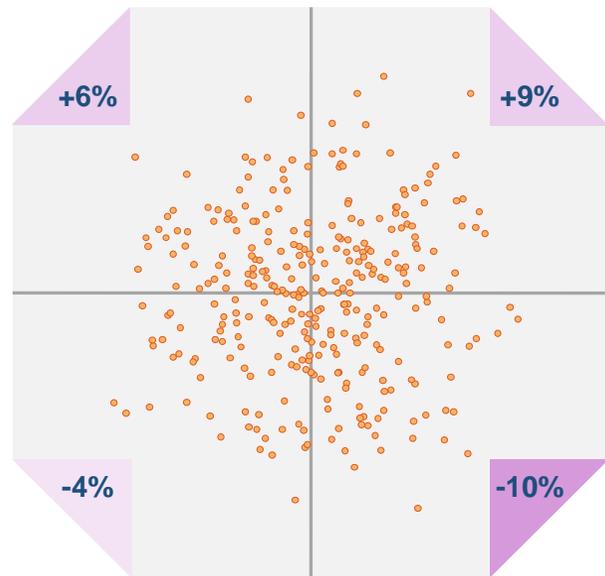
- Introducing the Capgemini Digital Customer Experience (DCX) Global Service Line
- Market context
- What do organizations need to do?
- How do we make it happen?
- Why Capgemini DCX?
- Contact us

Capgemini DCX – Helping CXOs intelligently consume digital services to increase business performance and build customer advocacy

- Businesses need to be agile, innovative, social, mobile, totally customer focused and geared to provide a **profitable** customer promise
- CMO's, COO's, CIO's and CFO's globally are struggling with how to make digital a core part of how they do business and serve their customers profitably
- Digital is driving rapid transformations in how organizations interact with other organizations and end customers. It is driving change in how CX is delivered across B2C, B2B and B2B2C
- Capgemini DCX enables organizations to deliver a “profitable promise to its customers” based on intelligent insights and optimised processes. By combining deep understanding of the customer context, with a single view of the enterprise, we enable organizations to take real-time decisions and maximize profitability

Digitally-mature companies have significantly better financial performance*

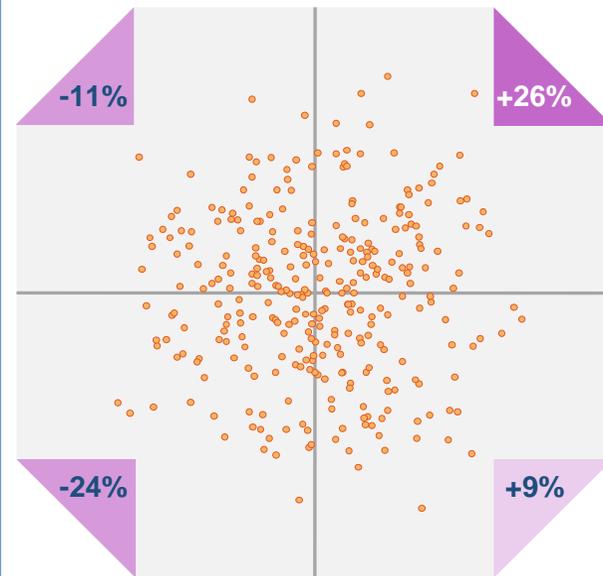
Revenue generation efficiency



Basket of indicators:

- Revenue/employee
- Fixed asset turnover

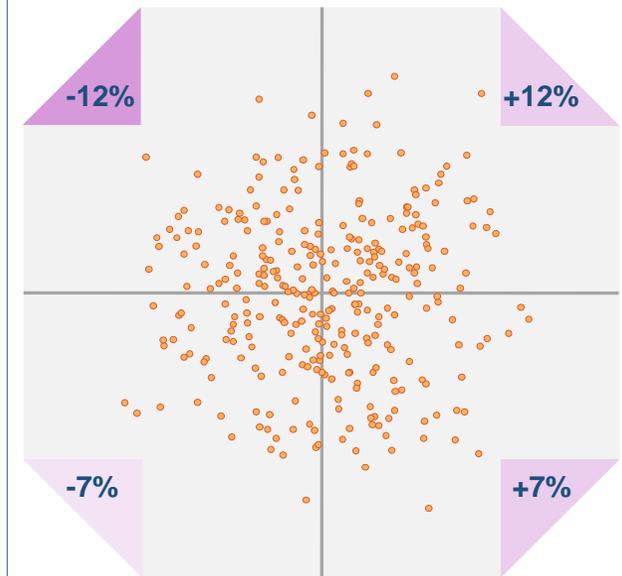
Profitability



Basket of indicators:

- EBIT Margin
- Net Profit Margin

Market valuation



Basket of indicators:

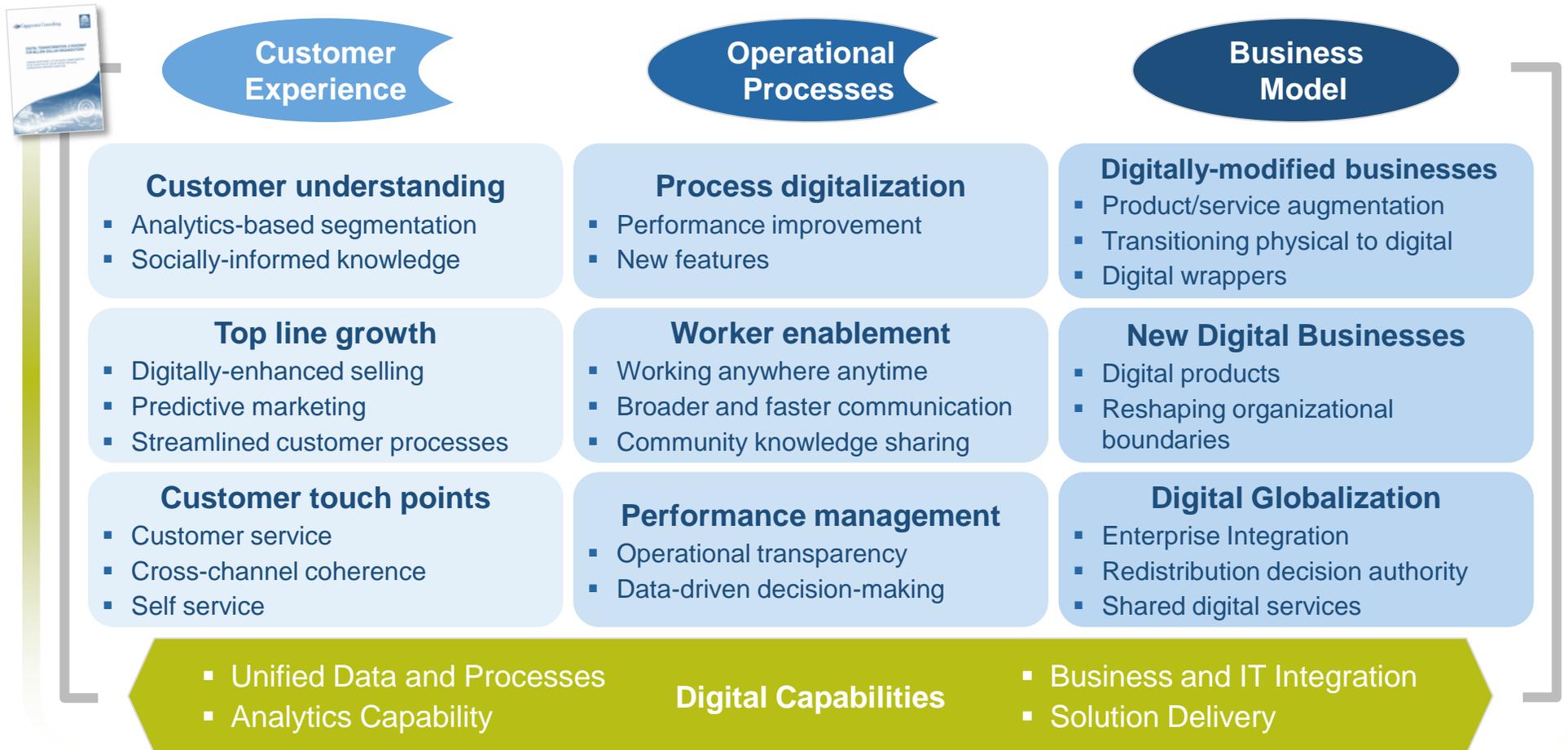
- Tobin's Q Ratio
- Price/book ratio

* Average performance difference for firms in each quadrant versus the average performance of all large firms in the same industry for the 184 publicly-traded companies in our sample.

Organizations need to understand the business opportunity & how to realize it

Organizations need to digitally transform three key areas of their value proposition

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.

We know that our clients have one strategy: Their business strategy, we help them use Digital intelligently to achieve it

01 ▶

Use Digital ASE/ hot-houses
to accelerate, test, learn and grow.

02 ▶

Implement a robust framework for transformation
to realize full and ongoing business benefits.

03 ▶

Think two steps ahead and stay nimble
as the rate of change is too great to anticipate further.

We help our clients realize this change. At Capgemini, we practice what we preach. Our digital customer experience solutions are borne out of leading-edge research, world-beating experience and a culture built on collaboration. In short, we are:

Empirical

Our longstanding research partnership with MIT on digital transformation

Practice-Proven

Our extensive consulting and technology expertise. We have been doing digital for a long time

Collaborative

Partners in the truest sense in your transformation journey

Innovators

Willing to co-create new commercial, service and delivery models

Capgemini DCX aggregates and enables an ecosystem of digital partners and tools to remain agile at the customer interface and establish new deployment models

We provide a platform agnostic Digital transformation capability and excel at driving business value from the aggregation of *multi-stakeholder* relationships at *scale* through our cloud integration platforms

- Our system of engagement enables business benefit from digital initiatives
- We deliver and assure our clients end to end DCX, at scale
- We use our repository of ready to deploy assets and platforms to accelerate delivery
- We ensure the availability of SME technical capability in alignment to business need



Capgemini DCX helps organizations' intelligently use digital to do good business effectively. We offer:

- Our Digital Transformation **thought leadership** over a number of years with **MIT** that informs our understanding of the business opportunity and how to realize it
- Proven **Digital transformation methodologies** (ACE, CVP). Our track record in “making it happen”, digital delivery evidenced through our client references
- Our deep and broad **technology know-how**. Out-of-the box Cloud based technology integration platforms such as **Immediate** which enable secure delivery of **Agile IT** and **Software-as-a-Service integration** assets combined with our large-scale project delivery track record. We understand how to intelligently combine digital and legacy capability to deliver business outcomes
- Our **Digital partner ecosystem**. We remain technology **agnostic** but go-to-market with the “**right**” **mix** of partners to deliver our customer promise
- Our ability and track record in **commercial innovation**. We co-create new service and commercial models with our clients demonstrating our openness to sharing the risks and rewards with them. We offer a one stop shop responsible for pricing, operations and performance by aggregating different solutions & partners.

Contact Us



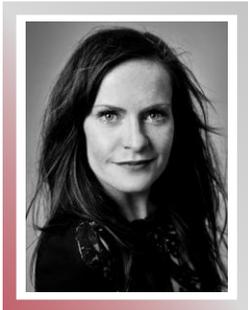
Simon Short

Senior Vice President, Global Leader, DCX GSL
simon.short@capgemini.com
@simonsishort



Kees Jacobs

Global Head of Sector Propositions GSL
kees.jacobs@capgemini.com



Maggie Buggie

Vice President, Head Digital Sales and Markets
maggie.buggie@capgemini.com
@maggiebuggie



Clifton Menezes

Global Head of Digital Delivery Centre
clifton.menezes@capgemini.com

You can also contact us via
digital.sales.global@capgemini.com



Cliff Evans

Global Solutions Lead, DCX GSL
clifford.evans@capgemini.com
@cliffevans7

People matter, results count.

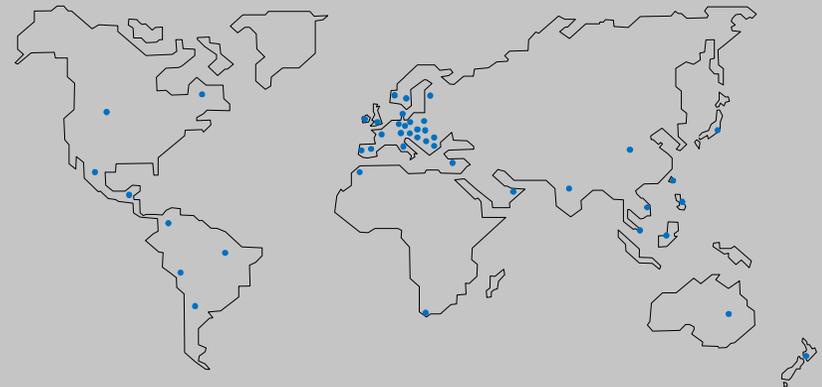


About Capgemini

With more than 130,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 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.



www.capgemini.com

