Customer First as a Growth Driver

Fernando Alvarez - Chief Strategy & Development Officer
Franck Greverie - Chief Portfolio Officer
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Customer First as a growth driver

Customer Experience -CX-

The way client engage and interacts with their customers to increase customer satisfaction, loyalty and customers purchases

Continuous Business Re-invention

Re-invent the promise to the customer with New services, New ecosystems, New business models across customer life-cycle
Customer First
High single digit growth

WE ARE A LEADER TODAY

Gartner
Leader 3 years in a row of the CRM & CX implementation services magic quadrant

IDC
Leader Retail commerce platform service providers
Leader Retail Co-Innovation service providers

WE HAVE SOLID FOUNDATIONS IN PLACE FOR FUTURE GROWTH

Customer First Offers
- CX | Sales, service, commerce, Marketing
- Continuous business re-invention
- No Ad agency services

Transformation
- New customer journey
- New customer experience
- Business re-invention

Delivery at scale
- 20 Centers of Excellence
- 48 Creative and Innovation Studios
- 25,000+ Capgemini Customer First consultants, designers and experts
- Industrialized assets

Strong partner ecosystem
Customer First

The market | Growth companies are thinking about experience in ways that go beyond CX alone adopting a continuous Business Reinvention mindset

WE ARE CONFIDENT TO ACHIEVE HIGH SINGLE DIGIT GROWTH

2021-2025 Additional Growth Drivers

Trends
- Customer Experience with emotional connections
- Insights embedded into E2E solutions for actions

New Opportunities
- Immersive Reality
  - Augmented Reality, Virtual Reality
- Data-driven
  - Sales, service, commerce, marketing

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