

# Digital Customer Experience

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People matter, results count.

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# DCX increase the number of good contacts to leverage Business



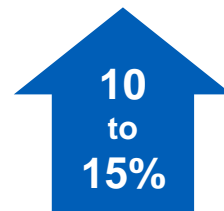
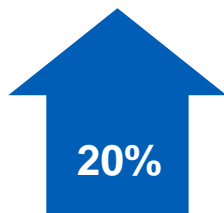
“ SMILE,  
PAY WITH  
A SELFIE ”



# All companies now have strong expectations towards Digital Customer Experience



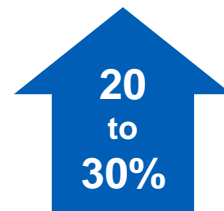
**IMPROVE  
CUSTOMER  
SATISFACTION**



**FUEL  
REVENUE  
GROWTH**



**LOWER  
COST TO  
SERVE**



**ENGAGE  
EMPLOYEES**



# Illustration of our Service Offering

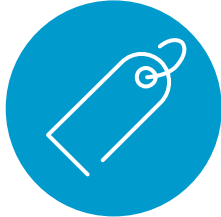
Commerce Management



Customer Management



Marketing Management



Content Management



Mobile First

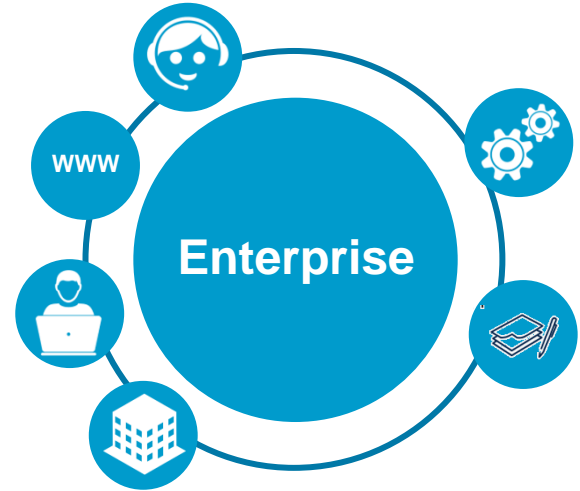


# Capgemini will have to connect billions of DIGITAL ENVELOPS



Front Office

Back Office



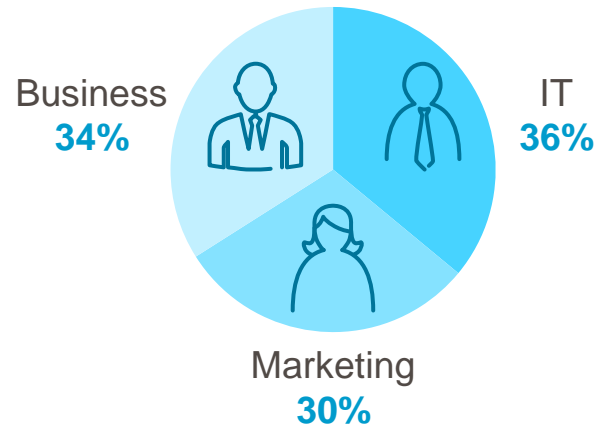
# A fastly growing market

## Market & Capgemini

**+35% to +50%** CAGR (2018)

**+44% YoY** in Q1'15

## Clients : Decision makers



# CAPGEMINI HAS UNIQUE DCX ASSETS

## *CAPGEMINI CONSULTING DEDICATED PRACTICE*

Lab' innovation

***FAST &  
FURIOUS***

 backelite

Global Digital  
COE

Insights &  
Data

MIT  
Partnership

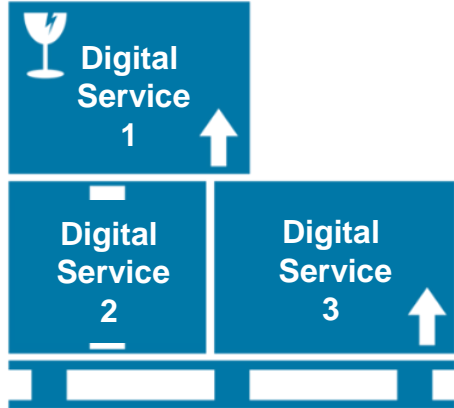


# Fast & Furious Approach



# DCX Business: think big, start small & learn FAST

Digital Service  
piling up

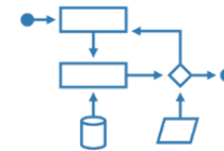


Transforming  
the legacy

Process



System





CONSULTING.TECHNOLOGY.OUTSOURCING