



Digital Customer Experience

Pierre-Yves GLEVER, September 2017

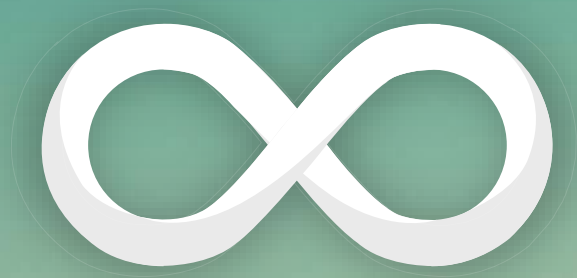
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CAPITAL
MARKET DAY
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People matter, results count.





Digital Customer Experience (DCX)



Capgemini DCX: Growth!!

Numbers

- Over 25% growth over the last 2 years

Capabilities

- Doubled in less than 3 years to reach ~15,000 people focused on DCX across the group

Targeted acquisitions



BACKELITE



Positioning

Recognized as a “leader”



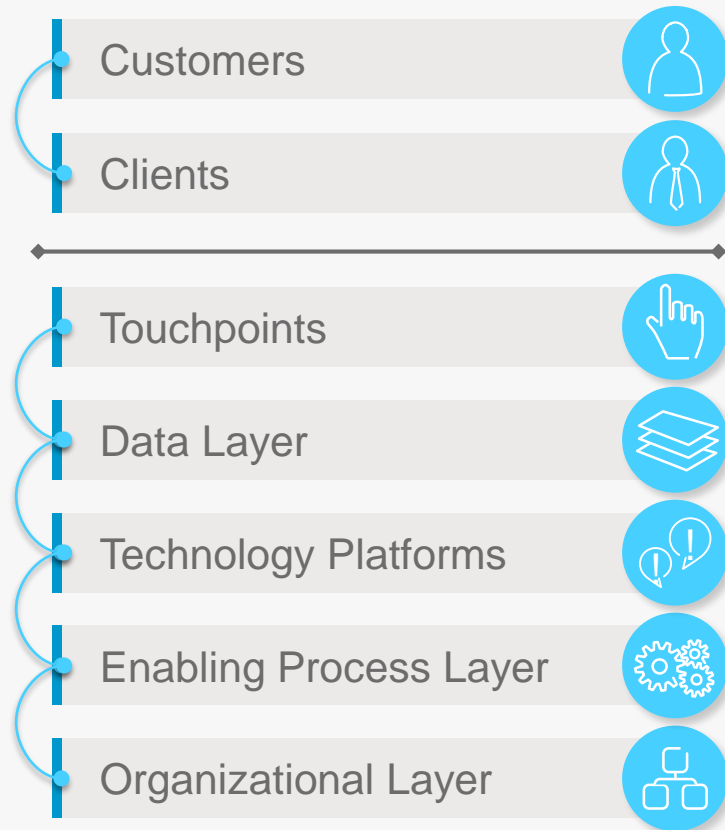
Gartner Magic Quadrant, Customer Experience and CRM

How did we do this?

A clear and focused strategy to which we executed

1

A clear positioning and value proposition



Make the connections that make a difference

We partner with you to **make the right connections** across the whole of your enterprise so that you can **create experiences** that **deliver rapid and sustainable value** for your customers and your company

Because extraordinary connections deliver extraordinary results

How did we do this?

A clear and focused strategy to which we executed

2

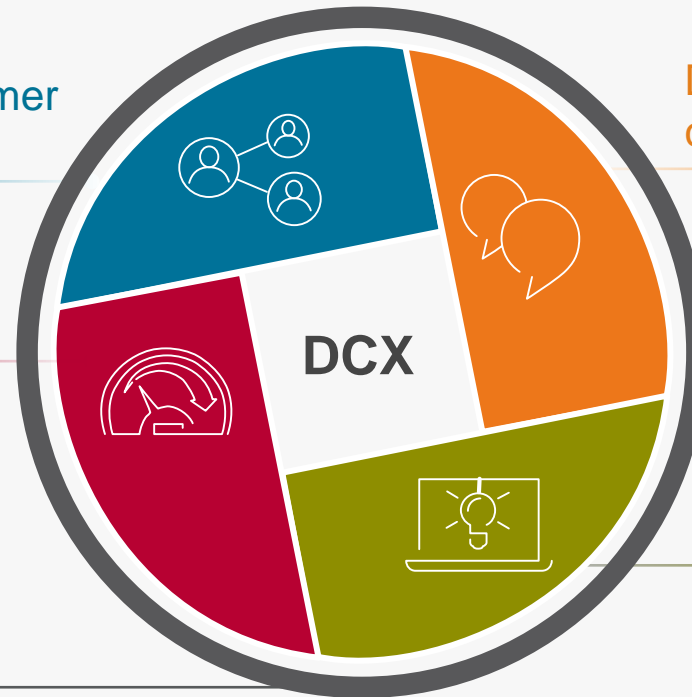
We orchestrate 5 core Capabilities

(1 of 2)

Create a contextual view of the consumer and its journeys with the brand

Measure, refine and optimize

Activate and transform people, governance & organizations



Design and execute compelling, engaging experiences

Architect and deploy adaptive technology solutions

Designers | Transformational Consultants | Technologists

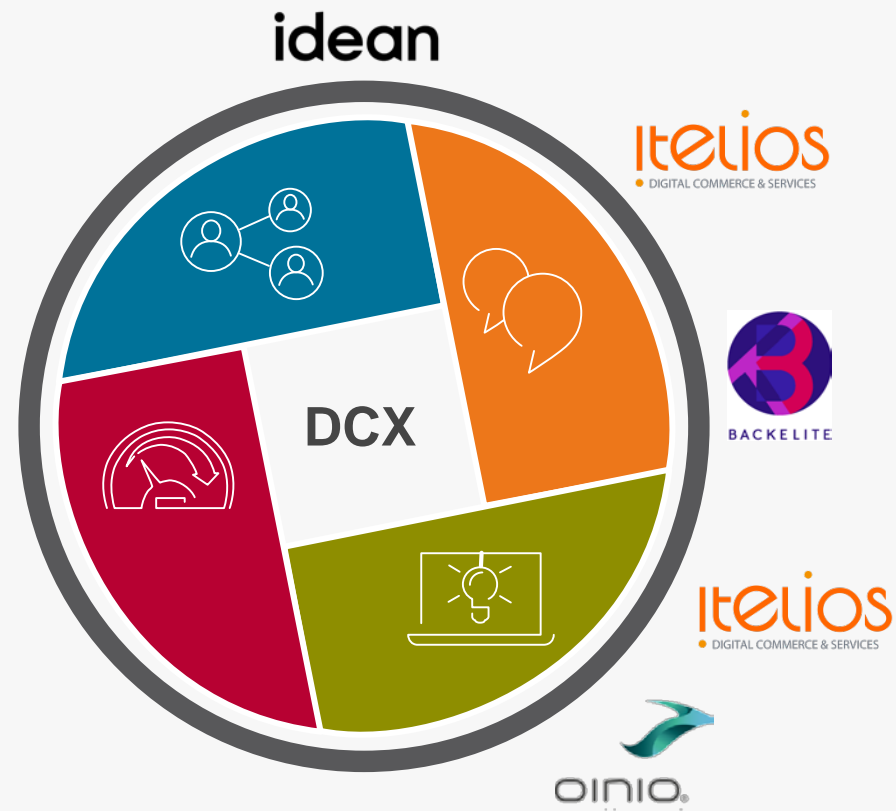
How did we do this?

A clear and focused strategy to which we executed

2

We orchestrate 5 core Capabilities

(2 of 2)



How did we do this?

A clear and focused strategy to which we executed

3

Focused vendors initiatives



Leader in Customer Engagement platform



Leader in connecting Customer journeys with processes & decision automation



Leader in Content experience and Marketing solutions

SAP Hybris (v)

Leader in Digital Commerce

4

Employee value proposition



5

Sectorial offers

Power of one



190,000

15,000



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