Microsoft | Capgemini

DIGITAL
CUSTOMER EXPERIENCE
OF THE **FUTURE
MADE REAL**

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DELIVERING THE FUTURE OF CUSTOMER EXPERIENCE, TODAY WITH CAPGEMINI AND MICROSOFT

Eight in ten consumers agree that the experience a company provides is as important as its products or services.

As consumer preferences and expectations change rapidly and vary from person to person, brands need to focus on building an experience that creates a lifelong connection with the people they serve.

To deliver a timely, relevant, personalized customer experience, organizations need to activate their data and engage with consumers on the issues that matter and the channels they prefer – consistently, reliably, and securely.

Microsoft Digital Customer Experience of the Future delivers on every front.

1. THE COMPARATIVE NATURE OF THE MODERN CUSTOMER EXPERIENCE

The modern customer is comparative by nature. An excellent experience delivered by any one company in any sector drives up expectations across the board.

For example, an online marketplace that allows customers to track a recent order doesn't just raise the bar for other retailers, but also for healthcare providers, insurers, financial services companies, and even public services.

The same can be said of B2B buyers. While experience design on the business side has lagged for years, many B2B customers are now demanding the same simple, intuitive, and engaging experience provided to consumers.

This means that brands and organizations of all kinds need to compete not just with others in their industry, but the category as a whole.

No matter what business your organization is in or where your company falls on the experience curve, Capgemini and Microsoft can help you deliver an excellent digital customer experience of the future, today.
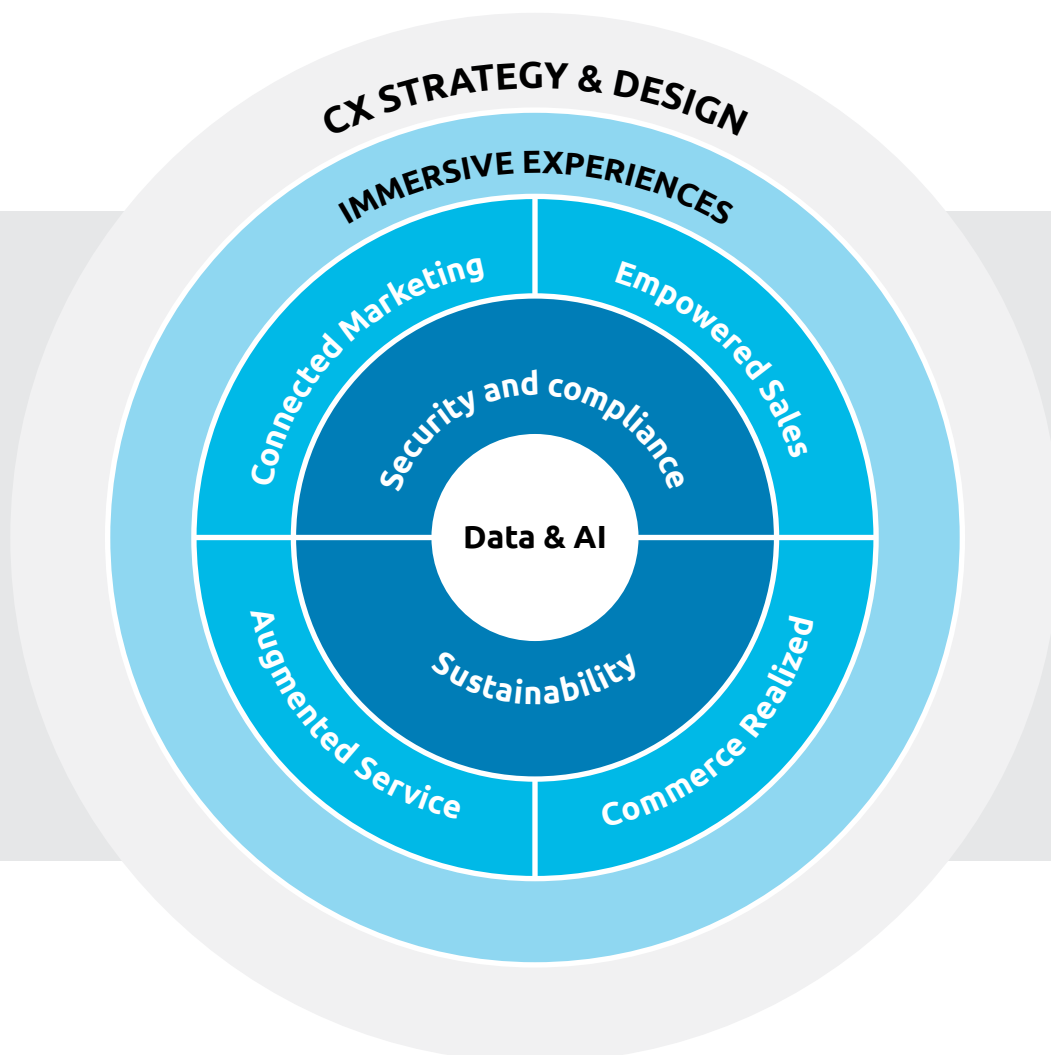
CUSTOMER EXPERIENCE (CX):

A combination of impressions, emotions, and reactions that a customer has while using different channels to interact with a company's brand, products, or employees to drive loyalty and build a lifelong connection

2. CREATING THE DATA-DRIVEN EXPERIENCE OF THE FUTURE, TODAY

Microsoft Digital Customer Experience of the Future is a comprehensive offering from Microsoft and Capgemini that helps organizations of all types craft a customer experience that can strengthen relationships, fuel innovation, and drive lifelong growth.

2.1. A closer look at Microsoft Digital Customer Experience of the Future

Components of **Microsoft Digital Customer Experience of the Future** can be implemented individually or delivered iteratively as part of a wider end-to-end transformation:

CX STRATEGY & DESIGN:

Enable a human-centered design approach to envision, build and measure differentiated customer experiences.

IMMERSIVE EXPERIENCES:

Differentiate customer and employee experiences and build emotional connections across traditional UI/front end, conversational, mixed reality and the metaverse.

CONNECTED MARKETING:

Create a brand differentiating experience putting the customer first to understand how they interact and knowing when and where to engage with them.

EMPOWERED SALES:

Increase sales through personalized experiences and an empowered sales force across B2B and B2C.

COMMERCE REALIZED:

Realize and maximize commerce potential, enhancing revenue and loyalty, through real-time and personalized omnichannel journeys.

AUGMENTED SERVICE:

Personalize customer journeys and experiences through 360° customer data and engage your customers across   whether online, through call centers, instore, or in the field.

DATA DRIVEN CUSTOMER EXPERIENCES:

Leverage data and AI in real-time, to provide impactful experiences when needed and seamlessly across all channels.

Underpinned by:

SECURITY AND COMPLIANCE:

To protect customer data and trust in the brand.

### SUSTAINABILITY:

Creating emotional connection with customers through ethical and sustainable solutions.

2.2. A data-driven approach to customer experience

Microsoft Digital Customer Experience of the Future activates data, turning it into a strategic asset that can be used to create new insights, enhance decision-making and offer recommendations, unlocking value across the organization.

Experience Data

+

Enterprise Data

=

Data-Driven Experiences
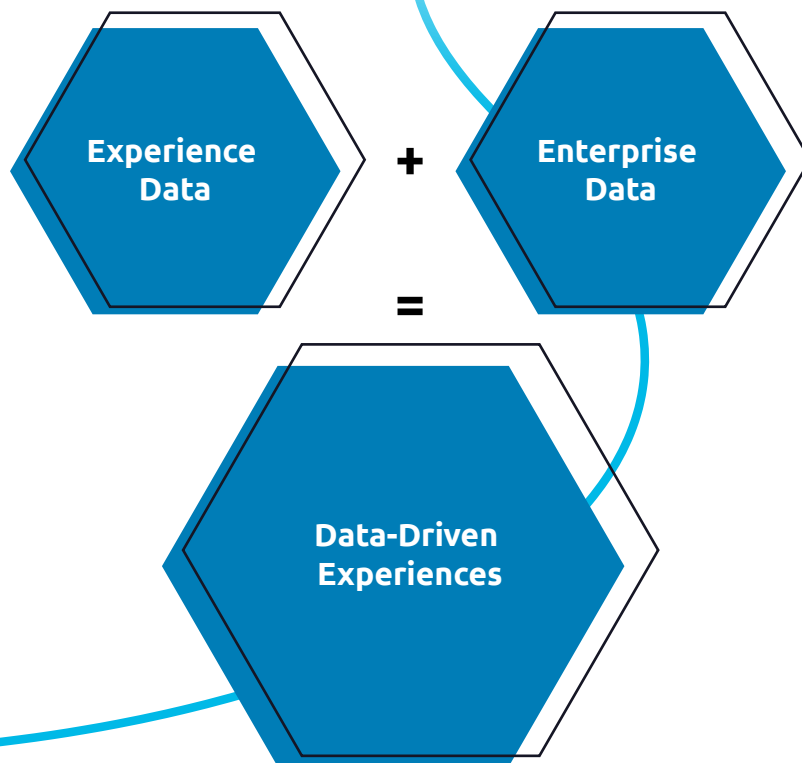
With Microsoft and Capgemini

3. HOW WE DELIVER: MICROSOFT DIGITAL CUSTOMER EXPERIENCE OF THE FUTURE

ROADMAP	FOUNDATION	DEPLOYMENT	POST-DEPLOYMENT
Value-based roadmap	**Intelligent customer experience platform**	**Agile-at-scale deployment**	**Maintenance and Innovation**
Design a multi-year roadmap that combines: • Tried and tested framework • Extensive industry expertise • Digital transformation experience	Identify the ideal technology and data foundation based on: • Dynamics 365, Power Platform, Azure and Office 365 capabilities • Capgemini industry expertise • Reference architecture and accelerators	Leverage agile-at-scale to progressively evolve your operating model using: • SAFe methodology • Vast experience from Microsoft Customer Experience projects • Design thinking • Architecture leadership and governance	Enhance your technology aligned with business needs: • New technology and process adoption • Flexibility while servicing • Fixed and flexible scope of work • Boost user satisfaction
Drive incremental innovation Use cases are delivered one at a time, delivering short term financial gain while supporting long-term innovation	**Drive performance and decision-making** Integrated insights across sales, service, marketing and commerce enables data-driven intelligence	**Improves process and project effectiveness** DevOps methodology focuses teams on the most critical development aspects, reducing waste and ensuring a lasting impact	**Larger engagements with fixed scope** Capacity based on AM & AD scope, SLA commitment and better time coverage
Enable continuous innovation An evolving roadmap creates a continuous circle of innovation	**Faster time to value** Platform-enabled innovation and an efficient, incremental process drives value	**Accelerates transformation** A more efficient and effective deployment process accelerates business modernization	**Industrialized Delivery** Process driven support – from onboarding to stabilization. DevOps for Dynamics 365 tools and processes.
Increase adoption A governance framework ensures adoption and adaptation into the business fabric	**Strengthen security** Integrated cloud foundation and secure cloud flexibility implemented at speed with minimal disruption	**Delivers enterprise-wide benefit** Scalability of use cases across the business and across borders ensures the entire organization can benefit	

4. WHAT SETS CAPGEMINI AND MICROSOFT APART

HOLISTIC APPROACH	END-TO-END CAPABILITIES	SELF-FINANCED ROADMAPS	UNIQUE TECHNOLOGY	DOMAIN EXPERTISE
Our design-led thinking improves your entire operating model by looking beyond technology point solutions, instilling a culture of innovation in your people.	Our skills and capabilities span the entire customer lifecycle – from acquisition through all steps of the engagement.	Self-financed roadmaps use a proven framework to provide a clear path towards transformation while reducing risk and accelerating innovation.	Our unique platform is based on learnings from previous implementations and combines the power of Microsoft Business Applications and Capgemini IP.	Our vast array of domain expertise in consulting, architecture, development, and integration through to managed services ensures challenges are managed quickly and effectively.

Capgemini has displayed a deep commitment to building world-class solutions for customers—from cloud-to-edge—and represent some of the best and brightest our ecosystem has to offer."

RODNEY CLARK,
Corporate Vice President, Global Partner Solutions, Channel Sales and Channel Chief, Microsoft

5. MICROSOFT DIGITAL CUSTOMER EXPERIENCE OF THE FUTURE IN ACTION

## 5.1. IKEA Sweden: Reimagining the customer experience with Microsoft Power Platform

Sales of new and remodeled kitchens are growing year over year. But despite being one of the leading and most well-known brands in ready-to-assemble furniture, kitchen appliances and home products, IKEA found its B2C and B2B sales teams struggling to close deals on kitchen sales.

To create a more structured process for documenting and managing sales, IKEA partnered with Microsoft and Capgemini to create the IKEA Sales Tool, a next generation capability that captures data during the customer journey to help drive decision-making, capture trends, and provide proactive and personalized support to customers.

Benefits:

- Establish a single automated system for the sales team to see appointments, rebook meetings and manage the sales process
- Create a centralized and consolidated customer profile allowing for better and long-term management of the customer relationship
- Reduce training time with new sales reps, enabling the organization to scale and support a growth agenda
- Centralize data used to calculate and forecast revenue, evaluate employee performance, measure customer retention, and manage other important metrics
- Identify customers with a high conversion rate to optimize resources
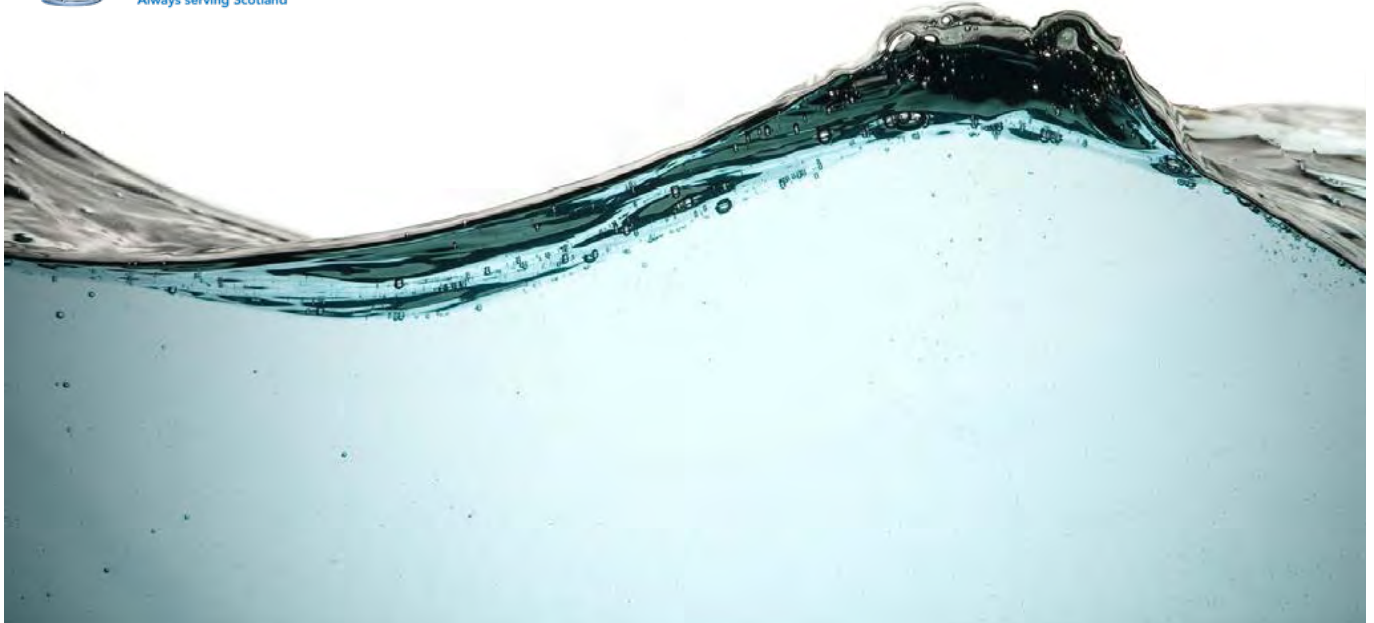
5.2. Scottish Water: Recreating the customer journey with Microsoft Dynamics 365

In the face of a rising population and a subsequent housing challenge, Scottish Water identified a series of opportunities to utilize digital technology to improve the customer and user experiences while simultaneously enhancing its development services.

Partnering with Capgemini, Scottish Water launched a digital transformation journey that redesigned 44 business processes, created a customer-facing portal to enable self-service, rolled out Microsoft Dynamics 365 customer service, and developed a new mobile app to support remote inspections.

Benefits:

- Increased the speed with which housing developers connect to the water and wastewater network
- Improved customer visibility throughout the process
- Reduced wait times for inspections from five days to four hours
- Improved user experience leading to higher customer and staff satisfaction
- Estimated 100,980 kg of CO_2e saved per year as a result of less time spent travelling for manual and paper-based inspections

5.3. European Medicines Agency: a CRM solution to improve transparency, efficiency and security

The European Medicines Agency works across the European Union (EU) and globally to protect public and animal health by assessing medicines to rigorous scientific standards and by providing partners and stakeholders with independent, science-based information on medicines. As such, they needed to evolve and be able to respond to influences including changing legislative requirements and technology innovation. EMA had to keep up with growing stakeholder needs and expectations, while balancing increasing costs associated with the maintenance of existing custom built applications.

To address these challenges, Capgemini partnered with Microsoft to help EMA build a Customer and Medicines Management Platform, IRIS, that would support and automate regulatory processes.

Benefits:

- Increased security while exchanging information, obviating the need to specify recipients on a procedure-exchange basis. IRIS enables classification, tracking and auditing of information access and exchange
- A shared platform, providing a common view of information across business domains internally and externally, allowing for better exploitation of knowledge and improved transparency
- Increased efficiency by removing the need for re-keying information and providing the ability to present the right information at the right time, making it actionable in business processes

5.4. Axens: a CRM solution to modernize ways of working, better manage sales pipelines and allow worldwide collaboration for strategic customers

Axens group (www.axens.net) provides a complete range of solutions for the conversion of oil and biomass to cleaner fuels, the production and purification of major petrochemical intermediates, the chemical recycling of plastics and all natural gas treatment and conversion options. The offer includes technologies, equipment, furnaces, modular units, catalysts, adsorbents and related services. Axens is also specialized in Carbon Capture.

Axens is ideally positioned to cover the entire value chain, from feasibility study to unit start-up and followup throughout the entire unit life cycle. This unique position ensures the highest level of performance with a reduced environmental footprint.

Axens global offer is based on highly trained human resources, modern production facilities and an extended global network for industrial, technical supports & commercial services. Axens is an IFP Group company.

Capgemini provided sustainable transformation by partnering with Microsoft to upgrade Axen's CRM solution, which has been deployed in over 15 worldwide sites.

Benefits:

- Increase the opportunity conversion rate for better sales pipeline management
- Modernize the way they work to increase collaboration
- Allow worldwide collaboration for strategic customers

READY TO DELIVER THE FUTURE OF CUSTOMER EXPERIENCE, TODAY?

Capgemini and Microsoft can help.

Contact us today to schedule a personalized consultation and learn more about how Microsoft Digital Customer Experience of the Future can help your business compete and win in the experience era.
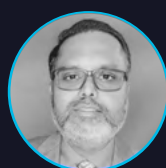
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About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 340,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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