

DIGITAL SELLING EXPERIENCE FOR FINANCIAL SERVICES ORGANIZATIONS

Capgemini 

DIGITAL SELLING EXPERIENCE FOR FINANCIAL SERVICES

WHAT WE OFFER

Capgemini's Digital Selling Experience solution is designed to help financial service organizations augment their sales platform providing the necessary tools to their agents & advisors enabling omnichannel experience for potential new customers. This B2C solution helps businesses with rapid prototyping to enable digital channels to engage with new customers, using Microsoft's low-code/no-code technologies.

Key Highlights of Capgemini's Digital Selling Experience Solution:

- **Chatbot:** The solution leverages Microsoft Bot framework to enable chatbot capabilities. The chatbot web-client can easily be integrated in the existing website or agent's microsite.
- **QnA Maker Integration:** Businesses can harness the power of AI using Microsoft's QnA Maker Bot to answer FAQs, enable Natural Language Processing (NLP), and more!
- **Bot to Human Handoff:** Based on sentiment analysis or customer request, handoff to a live agent can be enabled seamlessly.
- **Microsoft Teams Integration:** The agent experience is delivered using Microsoft Teams, which means, no need for a separate app and little-to-no training.
- **Video, Voice, and Screenshare capabilities:** Agents can provide high a touch experience to their customers using Microsoft Teams, have a video call or provide real time help to customers with screensharing capabilities
- **Adaptive Cards:** Rich and intuitive UX within the chatbot client using Microsoft no-code Adaptive Cards

This solution is flexible and enable customization to add many more features or business use cases depending on customer needs, in addition to the list of select features highlighted above, and all this without having to use third party products or expensive CRM solutions.

Capgemini's Engagement Model: A typical engagement can range from 4-8 weeks where a team of experts from Capgemini can build the omnichannel experience for customers as a POC and build a backlog for delivering these capabilities in the production environment.

Capgemini Landing Page for Financial Services Organization



Microsoft
Partner



2021 Partner of the Year Winner
Financial Services Award
Global SI Digital Transformation Award
Analytics Award

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WHY MICROSOFT AZURE?

Be future-ready

- Continuous innovation from Microsoft supports your development today, and your product visions for tomorrow. With 1,000+ new capabilities in the past year, you can build on the latest advancements in AI, blockchain, Kubernetes, containers, and databases to keep you ahead of the curve.
- Our enterprise grade analytics solution outperforms the competition, costs less, and is fully compatible with your existing development, BI, and data-science tools.

Operate hybrid seamlessly

- On-premises, in the cloud, and at the edge—we'll meet you where you are. Integrate and manage your environments with tools and services designed for hybrid cloud.
- Enhance security, simplify access, and set smart policies across your different environments with a single-identity platform trusted by 90% of enterprises globally.

Build on your terms

- You have choices. With a commitment to open source and support for all languages and frameworks, build and deploy how you want to. Take advantage of the full-featured, integrated development environments with built-in support Visual Studio and Visual Studio Code, the most popular IDEs trusted by 15M+ developers.
- We embrace open source, drive innovation through collaboration, and contribute back to the community.

Trust your cloud

- Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups.
- With a \$1B+ investment in security R&D and 3,500 cybersecurity experts, security is foundational for Azure.

Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

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WHY CAPGEMINI AND MICROSOFT?

Capgemini



27+ YEARS
Working with
Global FS Brands



AZURE
Cloud Center Of
Excellence



20+ YEARS
Partnership with
Microsoft



THE RECOGNITION

Microsoft Awards

- **2021 Financial Services Partner of the Year**
- **2021 Digital Transformation Partner of the Year**
- **2021 Analytics Partner of the Year**
- **2021 Power Platform Advanced Specialization**
- **2019 SAP on Azure Partner of the Year**
- **2019 Business Groups recognition through Cosmos DB**
- **2019 Azure Expert, Managed Services Provider**



THE COMMITMENT

- **Joint Microsoft Capgemini Agreement to Create the Azure Privilege Club in 2011.**
- **Members of the Azure Partner Advisory Council**
- **Dedicated Global Azure CoE for Financial Services**

OTHER OFFERINGS

Transforming your business at cloud scale

Application Portfolio Modernization

Cloud Native and API Transformation

CTOM, DevSecOps and Platform Automation

Modern Workplace & Collaboration with Microsoft 365

Business Productivity – Dynamics 365 & Power Platform

Data Estate Modernization & Analytics

Cyber Defense Center

Mainframe Modernization with Azure

OpenX – Banking and Insurance Core Platform Transformation

GOLD COMPETENCIES

validated by Microsoft

- Application Development
- Application Integration
- Cloud Business Applications
- Cloud Customer Relationship Management
- Cloud Platform
- Cloud Productivity
- Collaboration and Content
- Communications
- Data Analytics
- Data Platform
- Datacenter
- DevOps
- Enterprise Mobility Management
- ERP
- Messaging
- Windows and Devices



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 270,000 team members in nearly 50 countries. With its strong 50 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, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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