

# DRIVE FRICTIONLESS OPERATIONS WITH FUTURE FRANCHISE SERVICES

Empower your franchisees to deliver great customer experiences.



## SERVICE EXPERIENCE IS MORE IMPORTANT THAN EVER BEFORE.

Today's hyper-connected consumers expect to get what they want, when they want, and where they want. That means your business has the potential to either build or damage brand affinity with each customer interaction.

So how can your franchisees make every interaction a positive one, to best serve customers, and deliver on your promises as a franchisee?

They need a real-time view of store operations, via an integrated back-office.

With Capgemini's Future Franchise Services (powered by ServiceNow) you can enhance service delivery and customer experience by delivering frictionless franchise operations.

**86%** of buyers will pay more for a better customer experience

**\$100** billion sales revenue from digital ordering in the US during and post pandemic

**92%** of customers will completely abandon a company or brand after 2-3 negative experiences

**66%** of companies now compete, based primarily on customer experience

## TURN YOUR BIGGEST CHALLENGES INTO OPPORTUNITIES

### Rising challenges

- ◆ Growing customer and franchisee expectations
- ◆ Increasing regulatory demands
- ◆ Legacy manual processes and lean automated processes
- ◆ Rapidly changing operations technology
- ◆ Unreliable, siloed data on franchise operations and performance
- ◆ Suppliers increasing exponentially
- ◆ Cost and profitability pressures
- ◆ COVID-19 creating a new working paradigm

### How you'll benefit with Future Franchise Services

- ◆ Purpose-led agile approach to store operations
- ◆ Access to store performance data from anywhere
- ◆ Better relationships with franchisees and vendors
- ◆ Ability to pivot to new business models
- ◆ Improved customer loyalty and employee retention





## WELCOME TO FUTURE FRANCHISE SERVICES

Cappgemini's Future Franchise Services is a solution that lets you rapidly implement a range of services—powered by ServiceNow—that give you a holistic, effective, and user-friendly approach to managing and automating franchise and retail workflows.

It brings together people, process, technology, data,

and services to deliver exceptional user experiences that result in sustainable business outcomes.

Its three main cornerstones help you build, deploy, and maintain smart digital solutions and platforms that empower your franchisees to better serve customers:



### CUSTOMER EXPERIENCE

Enable your franchisees to deliver positive customer experiences that build brand loyalty, driven by a customer-centric approach. With real-time data and easy-to-understand dashboards, everyone across the organization can access the information they need to best serve customers.



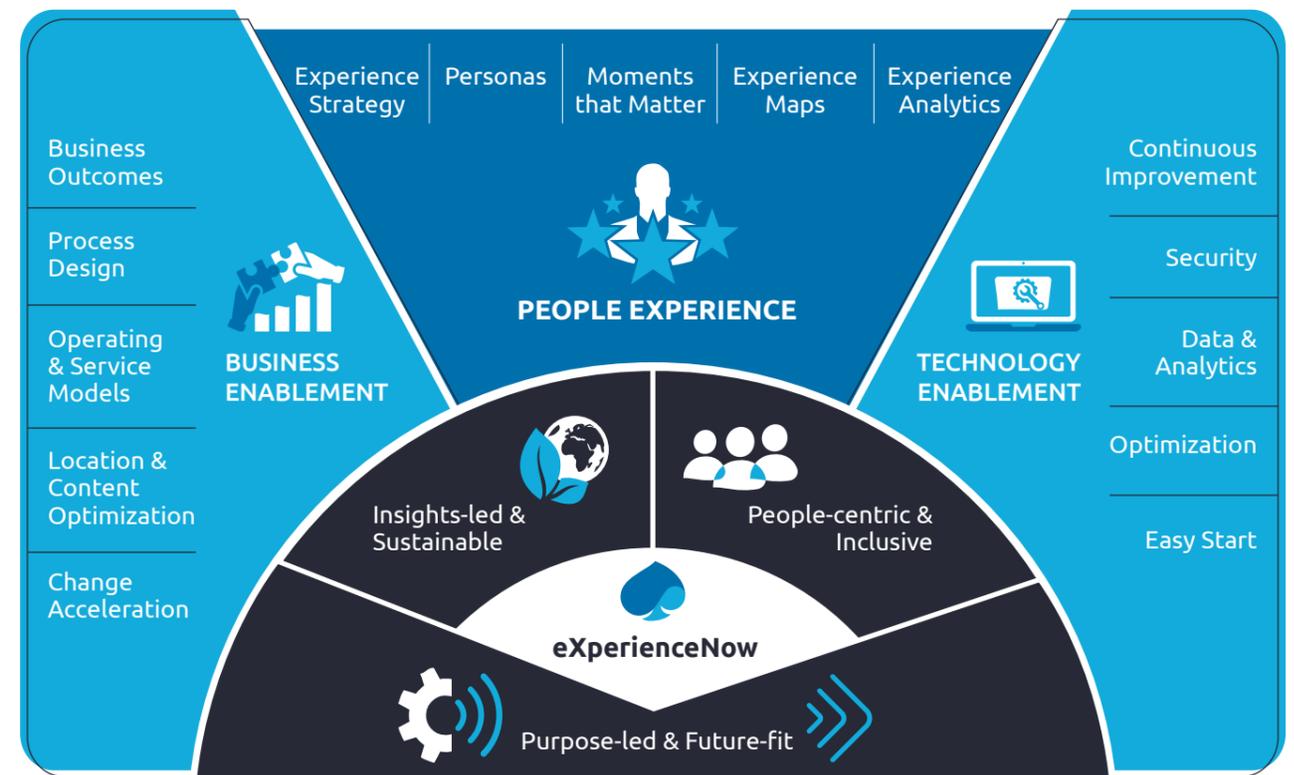
### BUSINESS ENABLEMENT

Solve today's and tomorrow's business problems, with a future-fit approach. More meaningful data about operational issues and shop floor operations allow decision makers to manage the workforce more effectively and automate repetitive tasks to focus on more complex business problems.



### TECHNOLOGY ENABLEMENT

Use best practices and learnings from previous deployments to take an accelerated approach. Flexible technology and streamlined processes help business and operations teams add more value, while machine learning, AI, and RPA help you deliver more effective shopfloor solutions.

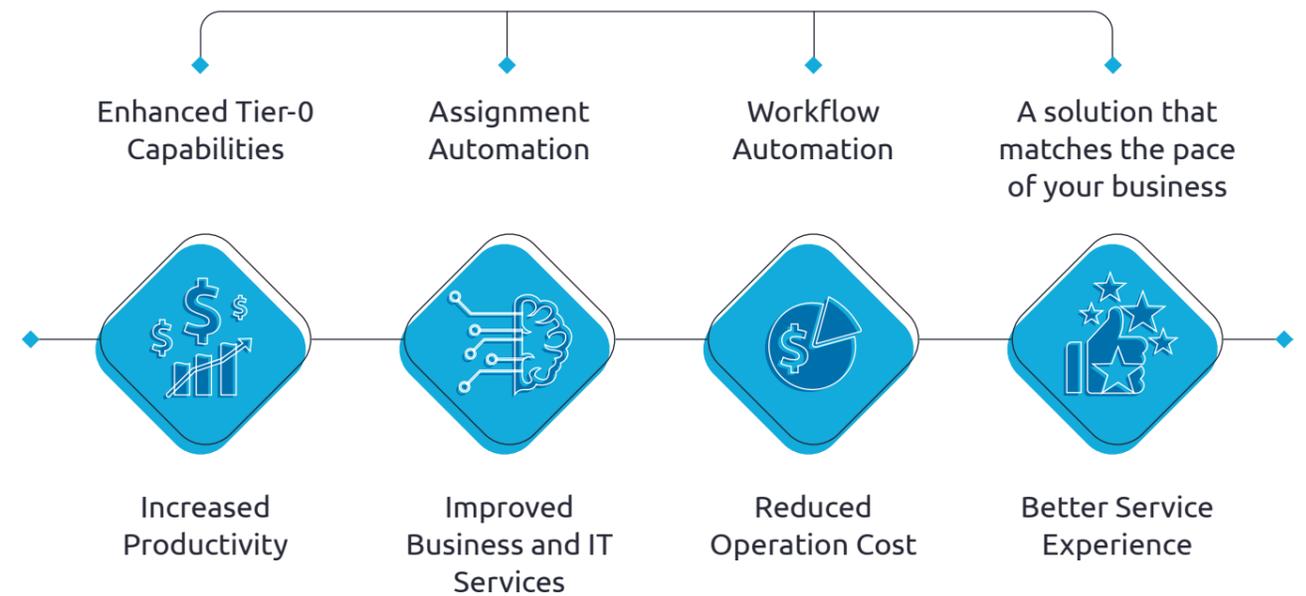




## CAPGEMINI AND SERVICENOW - PROVEN TO UNLOCK POTENTIAL

Franchises across industries are using Future Franchise Services to improve business operations management and enhance both service delivery and customer experiences.

### One stop shop for all business and IT needs



### US-based global quick-service restaurant franchise.

- Improved end-user experience by optimizing and automating IT service management (ITSM) processes, and reducing customizations in ServiceNow's Now Platform
- Unified onboarding of new markets to the Now Platform

### US-based cafe chain franchise with 730 locations.

- Streamlined the issue resolution experience for franchisees via portal enhancement, virtual assistant, and self-service
- Established a single point of contact for franchisees to get support on their technology issues

### French telecommunication company with 8000 users and 560 stores.

- Improved communication between stores and support by introducing a dedicated portal
- Enhanced case resolution with an improved escalation process



## 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 325,000 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, fuelled 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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