



Press contact:
Antara Nandy
Tel.: +91 9674515119
E-mail: antara.nandy@capgemini.com

Capgemini and Salesforce collaborate to enable a new era of generative AI powered customer experiences

The Generative AI for CX Foundry will help clients using Salesforce drive value across the customer lifecycle and deliver personalized experiences

Paris, September 7, 2023 – Building on its strong momentum in generative AI and breadth of customer experience (CX) capabilities, [Capgemini](#) today introduced a Generative AI for CX Foundry for clients using Salesforce. The Foundry is the latest addition to Capgemini’s broad portfolio of services that leverage the transformative force of generative AI to fuel innovation and accelerate business value and growth. The Generative AI for CX Foundry will deliver hyper-personalized, data-driven customer experiences by automating customized content creation in a secure, ethical, and responsible manner.

Capgemini and Salesforce have been collaborating for over a decade to help clients maximize their commercial impact by creating seamless and personalized omnichannel experiences with customer relationship management (CRM). Capgemini and Salesforce will bring their decades of data, AI, and customer experience to deliver tangible business value for joint clients and help accelerate their implementation of generative AI for CRM at scale.

"We are entering new frontiers of customer experience with Generative AI, which will enable us to re-imagine and offer hyper-personalized experiences for both customers and employees, to deliver new services, personalized resolution to customer issues, tailored campaigns, and much more," said Jean-Marc Gaultier, Head of Group Strategic Initiatives and Partnerships at Capgemini. "The new Generative AI for CX Foundry for clients using Salesforce combines Capgemini’s deep expertise in CX and AI implementations across sectors with Salesforce’s industry-leading CRM platform, enabling clients to deliver solutions efficiently and at scale, using the power of generative AI. With responsible and ethical AI at its core, this collaboration will deliver re-imagined journeys to delight customers within a safe and trusted environment."

Capgemini’s generative AI excellence for clients using Salesforce

Capgemini has been working with clients on generative AI for some time and focuses on helping organizations define their generative AI strategy, select priority use cases, and develop and deploy them at scale. The Generative AI for CX Foundry will help clients using [Salesforce Einstein](#), Salesforce’s AI technology, accelerate their generative AI investments, exploring CX use cases customized for industries.

"AI has enormous potential to transform how companies interact with customers and drive business growth. It requires the right approach, rooted in trust and transparency, to ensure business and customer data is safe and secure," said Steve Corfield, Executive Vice President, Alliances & Channels



at Salesforce. *"Together, Salesforce and Capgemini bring the strategy and technical expertise companies need to deploy AI for CRM in a trusted way, drive personalized customer experiences, and deliver actionable business outcomes."*

Capgemini's Digital Customer Experience (DCX) Foundry is a set of methodologies, assets, and capabilities that enable clients to deliver transformational CX engagements at scale. This latest expansion of the DCX Foundry will facilitate more productive collaboration between teams, resulting in efficient, integrated generative AI solutions customized to the client's existing IT infrastructure, data models, and business processes. Its core five themes include:

- **Elevating self-service** – empathetic and comprehensive chatbots with a human-centric approach at its core.
- **Augmenting field sales** – empowered sales assistants to develop tailored solutions.
- **Applying synthetic design** – automated creation of personalized content at scale for marketing and commerce.
- **Enhancing customer service** – service assistants for contextual, personalized, and quality customer service.
- **Re-orchestrating customer journeys** – a combination of products and services businesses can offer to help resolve customer problems end-to-end.

Delivering a new era of passenger experience with Capgemini and Salesforce

Capgemini and Salesforce have been working together to support several leading brands in their CX journey, helping them deploy generative AI to meet the challenges of delivery industrialization and agility at scale. For example, Capgemini has been helping Heathrow Airport revamp its passenger experience through its Generative AI for CX offer. Capgemini has helped drive value across Heathrow's passenger lifecycle by implementing new-age eCommerce and other passenger service solutions.

"At a time when quality of service is paramount, our partnership with Capgemini is helping us enhance the experience of the passengers that travel through our airport," said Pete Burns, Director Marketing and Digital, Heathrow Airport Limited. *"With Capgemini's CX expertise, we are beginning to use Salesforce's generative AI solutions to assist, empower, and delight passengers with faster and more personalized customer service."*

This collaboration will allow joint clients to benefit from [Salesforce Einstein](#), accelerating their customer experiences and company productivity with generative AI. The Generative AI for CX Foundry will initially leverage [Service Cloud](#) and the Einstein Trust Layer with the intent to expand its suite of capabilities to help clients deliver business value across marketing, sales, service, and commerce.

Salesforce, Einstein, Service Cloud, Einstein Trust Layer, and others are among the trademarks of Salesforce, Inc.

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 every day by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of nearly 350,000 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 2022 global revenues of €22 billion.

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