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## **Capgemini recognized as a 'Leader' in Customer Experience Strategy Consulting Practices 2022 report by independent research firm**

***Going to market under its frog brand, Capgemini outshined competitors with data-powered customer experience transformations***

**Paris, March 01, 2023 – [Capgemini](#) today announced that it has been ranked a 'Leader' in The Forrester Wave™: Customer Experience Strategy Consulting Practices, Q4 2022, ranking highest in the strategy category. Forrester evaluated 14 of the most significant customer experience (CX) strategy consulting providers according to a comprehensive 28-point criteria that is based on current offering, market presence, and strategy.**

According to the report, Capgemini was recognized due to its ability to integrate creative strategy with the latest technologies such as Artificial Intelligence (AI) and the Internet of Things (IoT) to design compelling customer experiences. The report cites Capgemini's key strengths including its use of neuroscience and regenerative research to further understand customers better, continued investment in research and development initiatives that further enrich client offerings, as well as the company's extensive partner ecosystems network and CX expertise.

*Capgemini has been named a leader as "it merges the left and right brain of CX transformation, integrating creative components with technologies like AI and IoT to design compelling future experiences,"* wrote Judy Weader, Senior Analyst, Forrester.

*"We believe this recognition by Forrester further underlines our ability to provide winning customer experiences for clients that gives them an edge in the market and builds customer loyalty in the long term,"* commented Roshan Gya, CEO of Capgemini Invent and member of the Group Executive Committee. *"By leveraging the power of data and technology, and extensive research on behavioral sciences, the Capgemini Group, including our team at frog, is well placed to drive innovative customer experiences that deliver business value."*

Read more [here](#).

### **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 360,000 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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