



CONNECTED MARKETING OPERATIONS

Implement frictionless
digital marketing operations



GET THE FUTURE
YOU WANT



reduction in
cost of operations



increase in
lead conversion rate



increase in
customer reach



faster
speed to market

If you don't challenge your business model, somebody else will

This statement couldn't be truer for chief marketing officers (CMO) today, who are having to deal with rapidly evolving consumer behavior, business demands, and technology advancement.

For their part, CMOs are looking to overcome challenges such as:

- How can the marketing function scale rapidly to meet the increasing demands from the business?
- How does marketing contribute towards topline growth?
- How do brands reach, engage, and retain diverse and digitally savvy consumers?
- How to mature and transform marketing operations by implementing optimized processes, automation, and data-centric decisions?
- How to reduce the cost of operations without compromising on quality?

These challenges have created opportunities for CMOs to look beyond traditional in-house operations towards partners that can deliver technology and data-driven marketing. This is enabling marketers to gain a better understanding of new consumer behaviors and insights, collect relevant customer

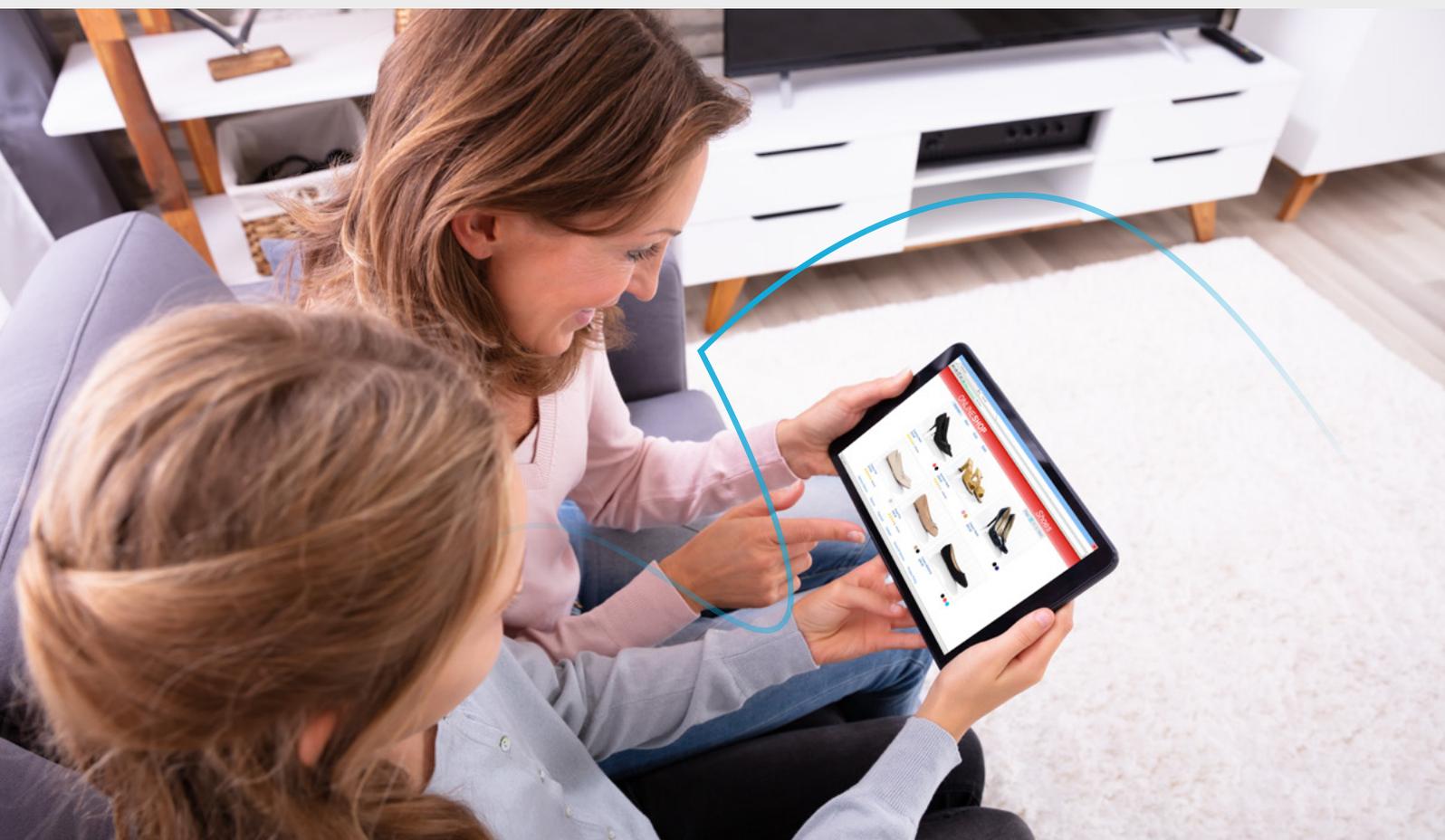
data, make quick decisions in real time, be more proactive in engaging customers, support customized content, and enhance the e-commerce experience – across the customer journey.

Deliver frictionless, digitally-augmented global marketing operations

Capgemini's **Connected Marketing Operations** solution delivers frictionless, digitally-augmented, data-driven marketing operations that drives a more agile connections and seamless experience with your customers. This is critical in transforming your business, shaping new consumer values, and driving sales.

Our next-generation digital marketing solutions leverage innovative marketing technologies to enrich your digital strategy with relevant insights and data, maximize your campaign and channel reach, and drive operational excellence and efficiency across your marketing function. This drives a range of enhanced business outcomes, including:

- **50% reduction in cost of operations**
- **35% increase in lead conversion rate**
- **50% increase in customer reach**
- **30% faster speed to market**



Our Connected Marketing Operations solution provides increased value:

For your customers:

- Real-time, seamless, agile, and engaging customer experience
- Personalized, timely, and accurate information
- Compliance with all data protection and privacy guidelines
- Optimized time-to-serve with multiskilled, trained specialists

For your organization:

- Enhanced brand value and revenue
- The ability to scale global marketing operations at speed and increase productivity through a leveraging proven operating model
- 360° delivery view and proactive identification of your customers' needs
- Improved customer satisfaction, engagement, and retention with decreased total cost of service
- Transparent and holistic view of customer interactions, journeys, and touchpoints
- Advanced insights from back-office operations that enable proactive, data-driven decision-making.

Connected Marketing Operations drives synergies across your upstream and downstream process value chain, helping you transition to – what we call – the [Frictionless Enterprise](#).

The Frictionless Enterprise

The Frictionless Enterprise seamlessly connects processes and people, intelligently, as and when needed. It dynamically adapts to your organization's circumstances to address each and every point of friction in your business operations.

At Capgemini, we have applied the Frictionless Enterprise to enhance cohesion across our entire suite of products and services. This enables us to respond rapidly to your changing requirements and deliver your specific business outcomes in a value-focused way.

We implement ways to detect, prevent, and overcome frictions – leveraging our latest thinking, organizational design, and intelligent solutions to achieve our goal of effortless operations.



Results-driven, customer-centric digital marketing operations

Our marketing solutions deliver impact on three core operational metrics:

Increase efficiency – in campaigns and outreach programs

- Plan and execute digital marketing projects efficiently
- Scale marketing operations at speed in most profitable way
- Run operations, measure KPIs, and derive immediate optimization.

Raise relevancy – with custom-made branded content

- Align content strategy coherently with partners and target groups

- Manage branded creatives and content data consistently
- Ensure optimal and fast use of assets in media.

Enhance engagement – with agile and diverse consumer groups

- Further grow communities with existing and new audiences
- Automate direct personalized omnichannel communications
- Secure data protection and privacy at all times.

From campaign planning to creative production management, data and analytics to brand outreach, our solutions give you the technical and analytical expertise to manage, run, and oversee your marketing processes and technology infrastructure.

Improve your outreach and convert your customer base through leveraging effective and efficient digital marketing operations



REACH



ENGAGE



CONVERT

CONTENT MANAGEMENT

Create and maintain content on your websites while ensuring alignment with governance and brand guidelines to support optimum engagement and conversion – powered by SEO

CAMPAIGN MANAGEMENT

Provide end-to-end campaign management support for increased ROI – from influencer analysis, to campaign execution, lead generation to spend management

DIGITAL ANALYTICS

Conduct pre-, real-time, and post-campaign analytics from your websites and social media to help take necessary learnings from every dollar spent on your digital platforms

MARKETING AUTOMATION

Consult on services and the rollout of leading marketing automation tools and run daily operations, such as lead generation backed by a well-defined inbound marketing strategy

DIGITAL ASSETS AND CONTENT

Create and manage digital assets and content for your marketing activities, digital channels, social media platforms, internal communications, and much more

CHANNEL MANAGEMENT

Manage your social media end-to-end – from strategy to daily operations, analysis to social media campaigns, and contests, including online reputation management

PLATFORM MANAGEMENT

Manage your CRM, CMS, and other marketing platforms for enhanced marketing outreach programs

DEMAND MANAGEMENT

Launch paid media campaigns, manage and nurture your visitors through nurture programs, and implement reporting and dashboarding to track and monitor your marketing funnel outcomes

Why Capgemini?

Capgemini's long history and strong reputation of delivering consulting, technology, and operational expertise in the customer and marketing operations space has already made a significant and positive impact on many of our client's bottom line and profitability. Our clients come from a range of industry segments, all with their own unique commercial

and trading landscapes, as well as a broad variety of challenges that require innovative and expert solutions.

With over 7,000 voice agents serving over 20 countries in 8 languages from 8 regional delivery centers 24/7, we work collaboratively with our clients and technology partners to transform your marketing operations into a world-class, cloud-enabled, digitally-optimized, customer-first organization.



TECHNOLOGY EXPERTISE

- Case management
- Omichannel
- Intelligent automation
- Transformation
- Data analytics and insights
- Technology partner integration



CONSULTING EXPERTISE

- Domain expertise
- Channel strategy
- Digital shift
- Process consulting
- Global Process Model
- Workforce optimization
- Secure transition
- Data analytics and insights



OPERATIONAL CAPABILITIES

- Global Delivery Network
- 36 languages support
- Workforce management and QA
- Recruiting and learning
- Command Center

Delivering frictionless marketing operations for a global Med-Tech company

A global Med-Tech corporation and the leading provider of hearing solutions was looking to streamline its digital marketing operations and improve service levels, while saving cost by moving to an offshore center.

Capgemini set up a digital marketing Center of Excellence in India to deliver frictionless services for multiple processes, including web content management, online services, social media community management, digital analytics, digital asset management, and email marketing.

The team operated seamlessly across Indian and European time zones, delivering solutions and services delivered in three stages and governed through service level agreements (SLA) and robust reporting:

- Process optimization and delivery management
- Industrialization of end-to-end services
- Strategic project support and broader scope of services including MarTech and brand management.

Through implementing optimized SLA-based marketing operations for the client, Capgemini was able to deliver a range of tangible business outcomes, including:

- 50% decrease in operational cost
 - 20% increase in response rates and ticket resolution time
- Improved speed to market with campaigns.



To learn more about how Capgemini's Connected Marketing Operations drives operational excellence and efficiency across your marketing function, contact: businessservices.global@capgemini.com

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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