



EMPOWERED SALES OPERATIONS

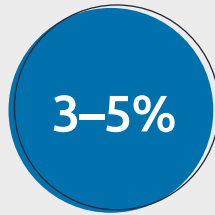
Drive competitive advantage from frictionless, digitally augmented sales operations



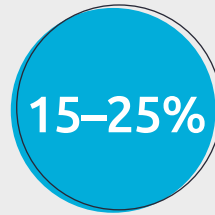
GET THE FUTURE
YOU WANT



**Reduction in
turnaround time**



**Improvement in
win-rate**



**Increase in time
returned to sales**



**Improvement in net
promoter score**

The growing role of sales operations

The role of sales operations in driving the success of an organization's sales team is growing. Indeed, an organization that is closely aligned to its sales function can deliver on outcomes such as increased growth and productivity, enhanced customer experience, and reduced friction in sales effort.

But with the growth in sales operations, the role of the sales operations team has to evolve to include new tasks such as managing sales tools and technology, overseeing strategic growth plans, and monitoring sales team performance with foresight.

Increasingly sales operations people are struggling to find the right balance between strategic and operational responsibilities and are generally more reactive than proactive. Additionally, they are faced by a range of challenges that include

- A lack of accurate, easy-to-access data and insight-driven forecasting
- Outdated sales technology
- A lack of adequate resources and clearly defined roles
- More frequent planning cycles
- Recruiting and retaining talent
- Immense demand on adapting to changing business models.

Deliver a seamless sales experience across the lead-to-order lifecycle

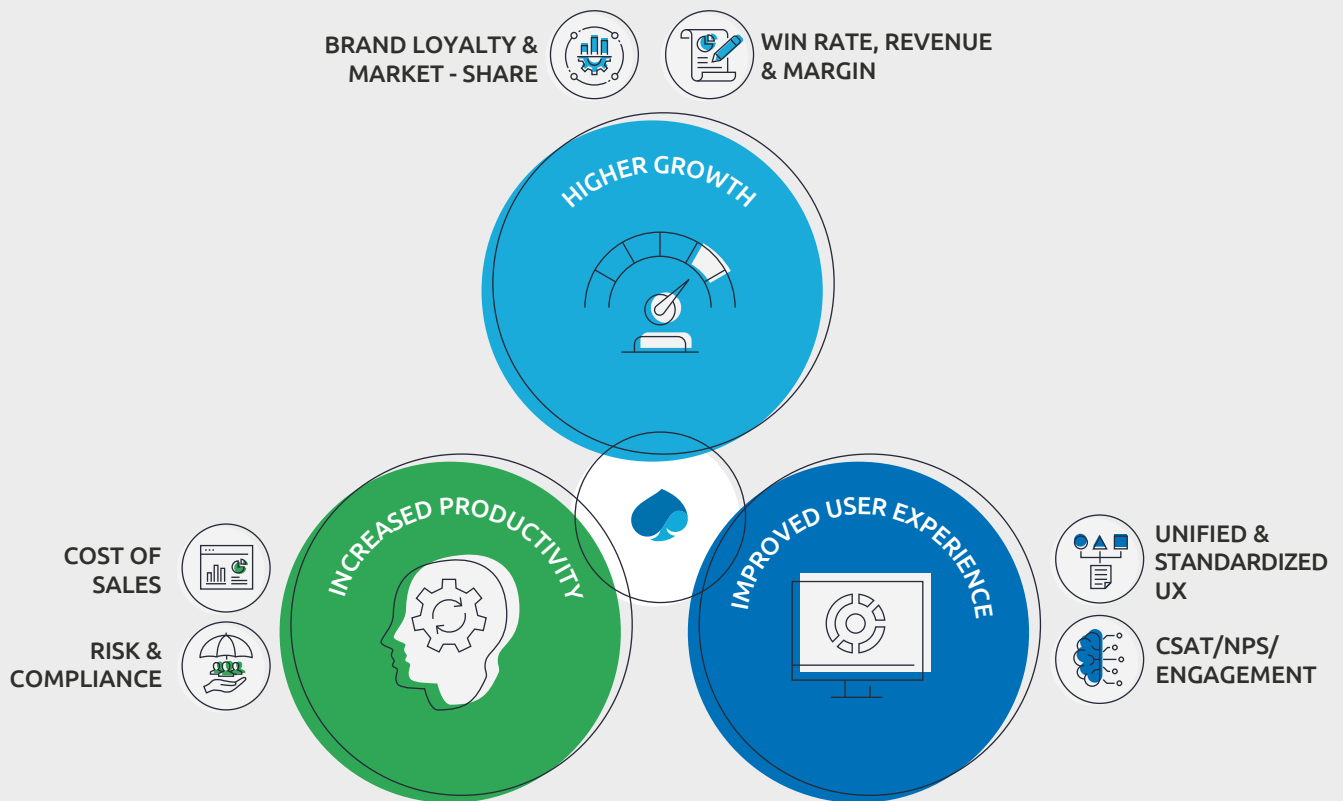
Capgemini's **Empowered Sales Operations** delivers frictionless, digitally augmented, data-driven sales operations that drives competitive advantage across your business.

Our next-generation digital sales solutions leverage innovative technologies and sales systems to integrate, streamline, and optimize sales touchpoints and processes across the lead-to-order lifecycle – delivering accurate, easy-to-access data, enhanced sales support, and data-driven sales analytics.

This enriches your digital sales strategy with relevant insights and data that drive operational excellence and efficiency across your sales function to deliver a range of enhanced business outcomes, including:

- **15–25% reduction in turnaround time** – by enabling frictionless lead-to-order capabilities across your sales continuum
- **3–5% improvement in win-rate** – by relying on meaningful insights from your data science and analytics
- **15–25% increase in time returned to sales** – by deploying process standardization, intelligent automation, and analytics integration
- **10–20% improvement in net promoter score** – by creating more agile connections with your customers and business partners.





OUR EMPOWERED SALES OPERATIONS SOLUTION PROVIDES INCREASED VALUE:

For your customers and your channel partners

- 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:

- Higher growth:
 - Enhanced brand loyalty and market share
 - Increased win rate and revenue
- Increased productivity:
 - Reduced cost of sales operations
 - Enhanced risk and compliance
- Improved end-user experience:
 - Unified and standardized user experience
 - Improved customer satisfaction and engagement
- The ability to scale global sales operations at speed
- 360° delivery view and proactive identification of your customers' needs
- A transparent and holistic view of customer interactions, journeys, and touchpoints
- Advanced insights from back-office operations that enable proactive, data-driven decision-making.

Our portfolio of intelligent, best-in-class sales operations solutions drive enhanced growth, productivity, and user experience across three key focus areas – deal & bid operations, sales compensation operations, and partner/channel operations. This 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.

Implement frictionless lead-to-order excellence across your sales operations' continuum

Our solutions deliver impact on four core operational metrics:

- **Lead** – build the awareness and interest to generate, track, and progress sales leads from your existing or potential clients
- **Opportunity** – capture, validate, and track opportunities for tracking, your sales forecasting and lead indicator analysis and planning
- **Offer** – progress the opportunity to a valid configuration with optimized pricing and publish as a commercially valid quote
- **Order** – convert your purchase order into a valid sales order for fulfilment.

From maximizing the sales, partner, and customer experience, automating sales processes for agility and velocity, and leveraging sales analytics to augment the sales community with intelligence, our solutions give you the technical and analytical expertise to manage, run, and oversee your sales operations.

Improving after sales customer experience for a US multinational technology corporation

Our client required 24/7 flexible support to enable hospitals and clinics to raise alerts and initiate diagnostics.

Cappgemini implemented 24/7 multichannel technical support to accelerate processing of customer requests, alerts monitoring, and applications upgrades. This included real-time application and infrastructure monitoring, and automation of alerts processing.

In turn, this reduced staff work time, improved efficiency and operational savings, resulting in a range of business outcomes, including:

- **82%** reduction of resolution time
- **36%** reduction of alert case count
- **10%** staffing reduction in end-customer service



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 resources serving over 20 countries in 38 languages from 8 regional delivery centers 24/7, we work collaboratively with our clients and technology partners to transform your sales operations into a world-class, cloud-enabled, digitally-optimized, customer-first organization.



TECHNOLOGY

TECHNOLOGY EXPERTISE

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



CONSULTING

CONSULTING EXPERTISE

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



OPERATIONS

OPERATIONAL CAPABILITIES

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



To learn more about how Capgemini's **Empowered Sales Operations** drives operational excellence and enhanced competitive advantage, 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 over 340,000 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 2021 global revenues of €18 billion.

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