



INTELLIGENT CUSTOMER OPERATIONS FOR MANUFACTURING

Drive intelligent, frictionless
customer experiences across your
manufacturing operations

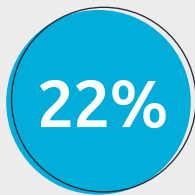
| GET THE FUTURE
YOU WANT



Reduction in
cost to serve



In cost
savings



Improvement
in DSO



Increase in Net
Promoter Score



Increase in order
accuracy

Consumer behavior is driving adoption of digitalization and intelligent automation

Competing in the new market has forced most industries to rethink their long-term plans. Manufacturing is no exception, and there is an increased need for manufacturers to implement digitalization strategies, AI-based technology, and new business models.

It's not enough for manufacturers to simply deliver great products – today's consumers expect exceptional customer experiences and service that offer a more meaningful relationship with their favorite brands. They are looking for an effortless "Amazon-like" experience, delivered through more relevant, innovative, seamless, and personalized interaction models.

This requires manufacturers to have greater agility, automation, and intelligence across their business processes, along with a 360-degree view that enables them to tailor their customer experience. This includes contact centers, where extensive digital transformation is paramount in driving the brand's relationship with its customers and its revenue.

When a customer or channel partner can't order products, the sales of the services and maintenance that go along with that product, as well as customer loyalty, are adversely impacted.

Driving frictionless customer interactions across your manufacturing operations

Capgemini's **Intelligent Customer Operations for Manufacturing** solution puts the customer at the center of your business to deliver a seamless, intelligent, and connected experience.

Our next-generation contact center service solution leverages a persona-influenced service design that integrates humans and technology – enabling you to drive more meaningful, emotive, and frictionless relationships with your customers which promotes loyalty and increased wallet-share:

- 80% reduction in cost to serve
- \$2 million in savings through driving customer journey transformation
- 22% improvement in days sales outstanding
- 15 point increase in Net Promoter Score
- 15% increase in order accuracy.



By combining an extensive understanding of the manufacturing value chain and an in-depth expertise of business process support, Capgemini delivers superior, intelligent, and frictionless business outcomes leading to increased customer satisfaction. In turn, this provides increased value:

For customers:

- **Enriched, personalized customer experience** – implement an aligned contact experience strategy with a timely, accurate, consistent, and professional response by collecting product data and turning it into insights that improve customer experience to create a cycle of satisfied customers
- **Frictionless, omnichannel customer journey** – leverage digital-first customer interactions across a range of connected channels, including phone, email, asynchronous messaging, apps, self-service customer portals, and social media, underpinned through intelligent automation solutions.

For manufacturers:

- **Increased customer satisfaction scores** – improve your net promoter score to enhance your brand value, wallet-share, and customer retention
- **Enhanced customer engagement and conversion** – implement meaningful conversations across your digital channels to drive a transparent, holistic view of the end-to-end journey
- **Increased operational efficiency** – scale and/or expand the scope of the solution to drive productivity year-on-year, decrease your total cost of service, and increase the capacity of your service to be ready for new product launches and expansion into new markets, all while managing compliance and regulatory issues.

Our solution drives frictionless customer interactions and synergies across your upstream and downstream process value chain. This helps 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 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.

These solutions enable customers to easily order products or services, automate business processes to improve operational efficiency, and to create new business models.



Reshaping your customer journeys by leveraging a human-digital mix

As your customers demand a better experience from manufacturers, you need the right people, process, and technology to drive down customer query resolution times to reduce customer effort and improve customer experience. Deploying the right human-digital mix and customer service agents with the right tools and training is critical to aligning your customer experience across all channels with a single source of the truth for customer and agent.

Capgemini uses its CARE approach – including customer data and artificial intelligence (AI) – to drive intelligent, omnichannel interactions and a personalized journey for each customer across channels and devices at a time and place that suits the customer.

Our offer leverages human interaction design, organizational design, and scalable AI-enabled tools to reshape and

streamline your customer journey through designing and delivering outstanding customer experience. This includes:

- **A technology intensive human-integrated approach** – leverages a comprehensive, scalable suite of AI-enabled tools and digitally-augmented interactions between your dealers, partners, and customers
- **Customer journey orchestrator** – implements personalized, end-user solutions to drive a seamless, integrated experience across departments and provide real-time insights
- **Strategy and insights-led service design** – leverages intelligent automation and analytics to drive a service delivery and continual improvement based on insight-based reporting dashboards.

With the rise of the hybrid or flexible workforce, Capgemini's integrated service management and Intelligent Command Center also provides best-in-class capabilities in intelligent workforce management, holistic forecasting, and skill optimization across your onsite and remote teams.

The CARE approach

Capgemini's CARE (Convenience, Advice, and REeach) approach is at the heart of designing and deploying a connected automotive ecosystem, enabling you to create ever more agile and seamless connections with your end-customers.

Convenience – make it easy

- Solve your customer challenges with speed and ease
- Enable your customers to interact via any channel on their terms.

Advice – make it intelligent

- Predict your customers' needs and suggest relevant solutions through AI-enabled self-service and tailored next best actions
- Improve your customer experience through leveraging analytical data and real-time customer feedback.

Reach – make it cloud-based

- Enable interactions and transaction from any device, 24/7
- Add new functionality rapidly through agile and scalable cloud solutions.



Driving customer loyalty in the automotive industry

Customer loyalty isn't a dream for the automotive industry – it's a necessity. Original equipment manufacturers (OEM) know it is far less expensive to retain a customer than to lure one from the competition. While there are many factors influencing repurchase intent, after sales and service are a critical part of the customer journey. Missed customer expectations during the customer journey lifecycle following a lease or purchase have consequences.

Capgemini's Intelligent Customer Operations for Manufacturing solution provides innovative self-service, digital, and live-agent services via a modular and scalable delivery platform – helping you reduce customer effort, foster brand loyalty, provide a holistic view of customer touchpoints, reduce overall cost to serve, and improve end-user satisfaction.

Our solution drives frictionless front-office support to your automotive organization that includes:

- **Infotainment support** – increase purchase satisfaction through driving enhanced customer query resolution about in-vehicle technology, infotainment systems, Bluetooth connectivity, and recharge support, etc.
- **Roadside assistance** – expand and integrate your mobile solution capabilities with telematics and

front-office support to accelerate service accuracy, decrease time to scene, and reduce owner anxiety

- **Dealer assistance** – enable “agile dealer” customer lifecycle management through providing timely resolution of inquiries and driving repeat inquiries to self-service channels
- **Alerts and notifications** – deliver on-demand, connected vehicle support via smart phone transfer of diagnostic information directly to a self-service portal or support agent.

As the synchronization between the consumer and their vehicle increase, the number of interactions within the automotive ecosystem will also rise. Capgemini can help make these interactions moments that matter for your customers, dealers, and OEMs.

Leverage a full catalogue of manufacturing operations services

Our offer provides intelligent, insight-driven, and sustainable customer interactions services for manufacturing operations, which represent a new era for the Manufacturing industry:

- Customer support
- Device support
- Technical support
- Warranty services
- Engineering support



Delivering frictionless field service operations for a leading US manufacturing company

A leading American technology manufacturer and service provider needed to deploy an effective solution for its field services operations. The key customer challenges to be addressed were:

- A high cost to serve and long average handle times
- Service inconsistency due to a lack of process and knowledge base for the client's agents
- A low Net Promoter Score of less than 65.

Capgemini's customer interactions team developed and implemented transformative, cloud-based operations to

provide customer service in addition to developing work orders for new instrument installations. This solution delivered a range of tangible business outcomes, including:

- 80% reduction in cost to serve through leveraging offshore resources and reduction in "truck-rolls"
- Service level agreement (SLA) improvements:
 - Average handle time (AHT) reduced by 60 seconds
 - Increase in average speed to answer within 30 seconds by 8%
 - Increase in live answering rate from 90% to 99%
- A Net Promoter Score of over 80

In addition, Capgemini began to create quotations for contracts, which enhanced their efficiency and conversion rate, while saving the time and effort of the contract sales team.



Why Capgemini?

Capgemini's long history and strong reputation of delivering consulting, technology, and operational expertise in the customer operations space has already made a significant and positive impact on many of its client's bottom line and profitability, combined with delivering improvements in customer experience levels. Its clients come with their own unique commercial landscapes and broad variety of challenges that require expert, innovative solutions.

With thousands of customer service agents serving over 165 clients across 130 countries in 38 languages 24/7 from 17 regional delivery centers, Capgemini works collaboratively with its clients and technology partners to transform your manufacturing 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 **Intelligent Customer Operations for Manufacturing** helps you deliver a superior, frictionless, and intelligent customer experience, 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 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 2021 global revenues of €18 billion.

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