



# INTELLIGENT CUSTOMER OPERATIONS FOR CONSUMER PRODUCTS & RETAIL

Drive intelligent, frictionless customer experiences across consumer products and retail operations



GET THE FUTURE  
YOU WANT



Reduction in total transaction time



Increase in customer satisfaction



Increase in Net Promoter Score



Reduction in overall costs



Improvement in total revenue

## 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. Consumer Products & Retail (CPR) is no exception, and there is an increased need for CP organizations to implement digitalization strategies, AI-based technology, and new business models.

It's not enough for CPR organizations 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 organizations 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 and experiences

Capgemini's **Intelligent Customer Operations for Consumer Products & Retail** 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 total transaction time
- **20%** increase in customer satisfaction
- **15 point** increase in Net Promoter Score
- **40%** reduction in overall costs
- **15%** improvement in total revenue.

By combining an extensive understanding of the CPR 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 organizations:

- **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. In turn, 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 CPR organizations, 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 REach) approach is at the heart of designing and deploying a connected 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.



## Delivering frictionless operations for an American office supply retailing company

A leading provider of business services and supplies, products, and technology solutions needed to improve its customer service experience through providing enhanced enrollments processing.

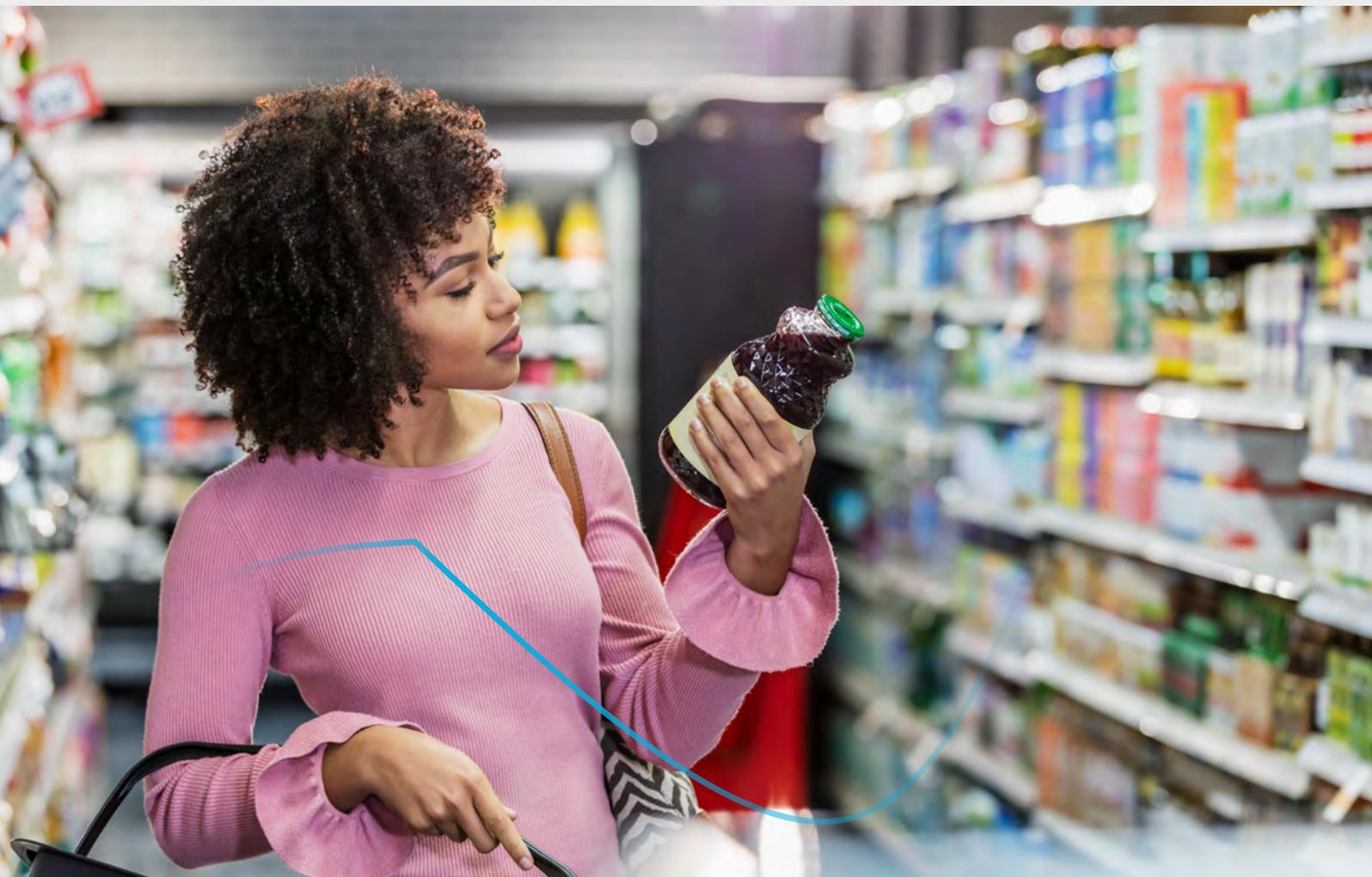
Capgemini's customer interactions team developed and implemented transformative, cloud-based operations to facilitate problem resolution and performance management. This delivered a range of tangible business outcomes, including:

- 8.5 minutes average handle time (AHT) through skill-routing and performance management
- 8% reduction in attrition
- 3% decrease in transfer rate
- 90% first call resolution
- A significant improvement in Net Promoter Score from 29 points to 70 points.

## Leverage a full catalogue of CPR operations services

Our offer provides intelligent, insight-driven, and sustainable customer interactions services for operations, which represent a new era for the Consumer Products & Retail industry:

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



## 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 operations into a world-class, cloud-enabled, digitally optimized, customer-first organization.



### TECHNOLOGY

#### TECHNOLOGY EXPERTISE

- Case management
- Omnichannel
- 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 Consumer Products & Retail** helps you deliver a superior, frictionless, and intelligent customer experience, contact: [businessservices.global@capgemini.com](mailto: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 organisation 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, fuelled 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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[businessservices.global@capgemini.com](mailto:businessservices.global@capgemini.com)