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Capgemini launches Customer Interaction Service, a solution of quantitative assessment and benchmark of omnichannel Customer Service performance

Paris, November 3, 2016 - Capgemini, a global leader in consulting, technology services and outsourcing launches a new SaaS solution for Customer experience and Customer service managers, to assist them in the analysis of their clients' omnichannel interactions, position them on the market thanks to a targeted benchmark and offer them concrete actions to improve their performance.

Customer Interaction Service leverages the various expertise of Capgemini: strategy and transformation consulting, design and hosting of Front Office solutions and IT systems integration. It provides Marketing, Customer Relationship and Customer Experience directors as well as Chief Information Officers with a targeted action plan and estimated gains to act on 3 key transformation levers: revenue growth, customer service's operating costs reduction and customer satisfaction improvement.

In 6 weeks, Customer Interaction Service offers companies, public services and institutions:

- A diagnosis of their customer interaction performance and an evaluation of their maturity level compared to the market thanks to a benchmark composed of more than 200 companies' anonymised interactions data, coming from Odigo¹
- KPIs and data analytics to highlight the strengths and weaknesses of their Customer service,
- An innovative interface allowing the visualization of the reports and a user friendly navigation through the action plan and the estimated gains.

"We are used to deliver these diagnoses to our clients, from all sectors, with convincing results. We can now offer them a user-friendly and dynamic solution, for regular or one shot use" said Arnaud Bouchard, Head of Digital Customer Experience, Capgemini Consulting.

Customer Interaction Service performance assessment is based on a specific analysis framework of 5 exhaustive dimensions of Customer service:

- **Touchpoints efficiency:** improve the efficiency of interactions for each contact channel,
- **Client centricity:** offer a personalized journey adapted to the specificities and expectations of customers,

¹ Odigo is Prosodie-Capgemini's unified multichannel interaction management solution

- **Operations optimization:** align the operational performance of the contact center with the company's business objectives,
- **People and skills:** ensure the best level of quality in training, attracting and retaining talents,
- **Customer Journey Analytics:** identify strengths and areas for improvement of your customer journey.

Customer Interaction Service – Start Exploring Now

About Capgemini

With 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model. Learn more about us at www.capgemini.com.

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